

**Custom Massages and Workouts Drive Growth for Elements Massage™ and Fitness Together®**

***Revenues Up 37% for Elements Massage™; Fitness Together® Tops 750,000 Training Sessions***

[WellBiz Brands, Inc. (WellBiz),](http://www.wellbizbrands.com/) one of the largest health and wellness organizations in the U.S., is preparing for accelerated growth in the year ahead. Based on projected growth in new franchise openings and the introduction of a new concept in personalized fitness, Wellbiz’s customized approach to health and wellness is in growing demand among consumers. According to Allianz Life, nearly half of respondents in a recent survey\* say health and wellness will be the most important area of focus in 2015, a trend that WellBiz has been well ahead of the curve in delivering to its clients.

WellBiz’s massage company, [Elements Massage](http://elementsmassage.com/)™, is ready to build on this year’s momentum to gain an increasing market share through unit growth across the country. In 2014, revenues were up 37-percent system-wide with the 200-unit massage franchise opening the doors to 32 new studios. The company projects an additional 40 studio openings in 2015, and is planning to enter the international market with studios in Canada.

“Over the last five years, consumers, as well as the medical community, have really started to acknowledge the many benefits of massage, creating a huge demand for our services," says said Jeff Jervik, CEO of WellBiz Brands, Inc. "As we grow our presence in communities across the U.S. and bring the Elements Massage™ brand to Canada, we will continue to focus solely on our customized therapeutic massage services, providing Elements Massage™ clients with the massage they deserve.”

Massage continues to entice new clients across the country as information is constantly discovered about how the natural form of therapy can be utilized as a treatment for pain management, soreness, stiffness, spasms, injury rehabilitation, and overall wellness. The now mainstream understanding that therapeutic massage services are not just for vacations and spa retreats is contributing to rapidly increasing growth in the nearly $10 billion massage industry.

In addition to a thriving massage concept, WellBiz’s personal fitness training company, [Fitness Together®](http://corp.fitnesstogether.com/), is also poised for increased membership and unit growth in 2015 with an enhanced business model that offers both one-on-one personal training and small-group personal training options at approximately 175 studios across the country. In total, Fitness Together® studios conducted more than 750,000 training sessions over the past year.

“As consumer demand increases for massage services that are easily integrated into any type of overall wellness regimen, we are also seeing a huge demand for customized fitness routines," adds Jervik. "The personalized aspect at Fitness Together® allows trainers at Fitness Together® studios to offer tailored workout options that best suit the needs of the clients. Having the complimentary brands in one organization also gives us the ability to cross-promote between brands in the future and positions WellBiz for accelerated growth in the thriving $3.4 trillion wellness industry.”

Trainers at Fitness Together® studios work closely with each client to develop a personalized program that meets the client’s fitness needs and is focused on results. This includes strength and cardio training in addition to nutrition counseling and a level of accountability and coaching not found with other programs. The small group personal training, called PACK®, is a semi-private option at Fitness Together® that offers a highly personalized approach for groups of two to four people, much different from large group training classes at big box gyms

WellBiz is also expanding its mission of “changing lives” with a new fitness concept that hits a different segment of the fitness industry: the moderately fit and superior athlete. FIT36™ is a 36-minute, high intensity interval training (HIIT) workout that involves clients progressing through 12 different stations, completing each station twice, all while monitoring their heart rate. The FIT36™ workout method is the next level in fitness training.

“Fitness Together® continuously focuses on all pieces of the fitness puzzle: nutrition, personalized training, and counseling. FIT36™ is the piece that pulls this whole concept together,” says Jeff Jervik, “HIIT is a fitness revolution. By incorporating this program, not only will Fitness Together® and FIT36™ clients experience phenomenal results in 2015, but so will the WellBiz business as a whole.”

HIIT is a popular trend, not just a fad, in the training industry. The first FIT36™ studio was recently opened in downtown Denver, Colo., and the company projects 50 sales this year with aggressive plans to open 30 new FIT36™ studios in 2015.

Elements Massage™ and Fitness Together® ranked No. 340 and 347, respectively, on the [2014 Franchise Times Top 200 List](http://www.franchisetimes.com/pdf/2014/Top200-2014.pdf). Additionally, Elements was recently included in *Entrepreneur* magazine’s 2015 Franchise 500® ranking, positioned at No. 208. Elements Massage™ was also included in the 2015 *Franchise Times’* Fast and Serious list positioned at No. 20, which featured the smartest-growing brands.

\*For more information on the New Year’s Resolution Survey, please visit [the Allianz Life website.](https://www.allianzlife.com/about/news-and-events/news-releases/Press-Release-December-8-2014)

**ABOUT WELLBIZ BRANDS, INC.**WellBiz Brands, Inc. is headquartered in Highlands Ranch, Colorado and is one of the largest health and wellness companies in the United States.  The company owns three separate franchise entities: Fitness Together Franchise Corporation, which franchises one-on-one and small group personal fitness training studios, Elements Therapeutic Massage, Inc., which franchises massage studios, providing custom therapeutic massage to meet clients’ individual needs, and Fit 36, Inc., which franchises high intensity interval training studios, with workouts done as a group.  
  
Fitness TogetherFranchise Corporation began franchising in 1996 and has approximately 175 Fitness Together® locations across the United States. Elements Therapeutic Massage, Inc. began franchising in 2006 and has approximately 200 Elements Massage™ locations in 32 states. Fit 36, Inc. began franchising in 2014 and has a single FIT36™ location in downtown Denver, Colorado.

For more information about Fitness Together®, visit [FitnessTogether.com](http://www.fitnesstogether.com). For more information about Elements Massage™, visit [ElementsMassage.com](http://ElementsMassage.com). For more information on FIT36™ visit [FIT36fitness.com](http://www.fit36fitness.com).

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