



***TRAINING FOR LIFE***

12/19/2007

Dear HydroMassage,

Thanks for your helpful insights into marketing the HydroMassage bed.

I just want you to know that we are very pleased with HydroMassage. It provides a true “wow” factor for us as we are showing people the club. It has also been an effective closing tool for selling memberships. I offer everyone who tours our facility a 10 minute complimentary massage as a thank-you for coming in. The response is incredible. Even for those who do not join, they leave the facility with a very positive association with their experience here.

Most importantly, the bed is a significant source of revenue for our business. **I have 20% of my members signed up for our “unlimited” massage membership for an extra \$29.50 per month as an add-on to our regular membership dues of \$39 per month.** We also sell the massage by the hour and do a 2-3 of these sales per week as well. This is a huge bump to our profitability.

Recently one of my members stepped into my office and said, “I did my workout, I tanned, and now I am going in for a massage... It feels like a day at the spa!” That kind of word of mouth will be good for business!

Sincerely,

Jay Bryan, M.S., Owner