



We added HydroMassage to our YMCA when we added about 27 other new pieces of equipment here. Everyone expects to see cardio equipment being added, but we were looking for something exciting and different...a real wow-factor. And, HydroMassage has been that WOW factor for us. The feedback I've heard members has been like:

"Wow, this is awesome- I didn't know you had this"  
"I'm glad you don't have to get naked to get a massage"  
"I'm glad no one is touching me"  
"I like that I can do this on my own...whenever I want"  
"I like that it's so affordable"

In this economy, I think that people are choosing to spend less money on physical fitness for some reason. But, people are still spending money on ways to help them relax. People know that they're in a high stress environment, and they need something to bring their stress levels down. We're charging \$20 per month for unlimited access, and we have over 100 members signed-up, so the bed is definitely paying for itself.

We're also seeing new members coming in, because HydroMassage is now on the front cover of all of our ads and literature. We use the marketing pieces that HydroMassage gave us, and overall they're support has been great. I have people's cell phone numbers, and I'm constantly in touch with them (and not just e-mails). They make you feel like more than a customer- I get regular texts and calls that say "Hey, how are you doing?", "Everything OK?", "Is there anything I can do for you?". That's the awesome part- you feel like you're part of their family.

A handwritten signature in black ink, which appears to read "Xavier Rhinehart". The signature is fluid and cursive, with a long, sweeping underline.

Xavier Rhinehart  
YMCA Boston