



For Immediate Release

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Local business scores huge win on “Dragon’s Den”

(HALIFAX, NS) - Nova Scotia-based business, Massage Addict has won the toughest and potentially richest business competition in the country. The membership-based massage therapy company, walked away with a stunning vote of confidence from the Dragons of CBC Television's "Dragon's Den" on Wednesday night.

Massage Addict founder Lori MacKenzie of Halifax and COO Chris Harker pitched plans to expand the company's brand of affordable massage therapy to Canadians across the country. The plan won rave reviews from the five dragons, who are known for their ruthless critiques of small business. In fact, they were so impressed three of the five dragons clamoured to invest their own money into the Massage Addict franchise business.

"I think you've got something here," said Jim Treliving, dragon and chairman and owner of Boston Pizza International. "I would just like to be your partner," said Bruce Croxon, dragon and owner of Vida Spas, and Robert Herjavec, dragon and owner of the Herjavec Group said "That business is worth what she is asking for."

"What a ringing endorsement of our business model," said MacKenzie. "We've set out to build something unique in Canadian Health Care and to get such an amazing response from the Dragons is a huge win for us. Now, we're set to take what we started here in Halifax and expand it across the country."

Massage Addict currently has four franchise operations in Metro-Halifax and two clinics in Ontario. The company now has immediate plans to expand further into Atlantic Canada and Ontario.

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About Massage Addict

Massage Addict is a therapeutic massage clinic with a spa like atmosphere. It provides the highest standards of client care by Registered Massage Therapists and serves a gap in the market for people needing an affordable therapeutic massage without sacrificing quality or service. Massage Addict has four locations in Nova Scotia, including Halifax (Spring Garden Road and Lacewood), Dartmouth and Lower Sackville along with two in Ontario: Barrie and Whitby.

For more information on Massage Addict, visit: <http://massageaddict.ca/>

For interviews, contact:

Wendy Phillips, Publicist for Massage Addict
(902) 492-0960 / wendy@pprl.ca

Contact for Dragon's Den:

Laurie Weir, Veritas Communications
(416) 482-0723 / weir@veritascanada.com