

INFINITY®

THE WORLD'S BEST MESSAGE CHAIRS

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CORPORATE BACKGROUNDER

Infinity is a leading premium massage and wellness seating producer that has changed the way consumers manage their at-home health and wellness needs. The company's massage chairs make it possible to offer consumers innovative ways to rejuvenate the body and mind in the comfort of their own home. Infinity offers high quality, cutting-edge, user-friendly massage products that include more than 40 uniquely choreographed massage features to support a full-body approach to wellness. As the number one massage chair seller in the United States, infinity designs, manufactures and markets premium massage chairs and handheld body massagers. Its mission is to deliver innovative solutions that promote wellness for all lifestyles with durable and customizable massage products.

In early 2009, Jim Coppins and Michael Garceau -- who were in the outdoor LED sign business at the time -- were at a trade show. Coppins was nursing a "bad back" and stopped at a vendor selling massage chairs. The two were so impressed with the product line they set down the road into the massage chair business. In 2010, less than one-year later, Coppins, Infinity's chief operating officer, sold the company's first massage chair --the Infinity 9800 --while Garceau, the company's chief executive officer and majority owner of the company, focused on developing many new channels, which ultimately put the company on the map.

Infinity made its mark starting with a 20-store test with *Brookstone Stores* in 2014 and later that year with specialty bedding retailer *Mattress Firm* and their Events & Expositions Division. Then in 2016 Infinity was invited to participate in *Costco Road Shows*. Later that year, the company

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PAGE 2-2-2-2-2

moved to a state-of-the-art 45,000-square-foot headquarters and distribution center in Seabrook, New Hampshire. The strategic move laid the foundation for impressive growth as the company built one of the largest massage chair showrooms in the country.

Since its founding, Infinity has established itself as a leader in the massage chair industry and a titan in almost every retail channel. The privately held company provides its retail partners with premium quality massage chairs that signify its commitment to provide new and innovative ways to help consumers reduce stress and anxiety, improve cardiovascular health, manage lower back pain, and improve flexibility. Infinity supports consumers' desires to invest in their health to add years to their life as well as life to their years. The driving force behind the company's success is the desire and ability to bring professional-quality massage into consumer's homes.

Over 95 percent of the chairs Infinity sells are for in-home use. The company not only produces premium high quality massage chairs but has invested heavily in its infrastructure and boasts one of the best back-end customer support teams in the industry, including lifetime tech support.

Starting out with the Infinity 9800 massage chair, to the brick-and-mortar best seller – Genesis Max -- all products are designed to deliver both physical and mental health benefits. Premium features include deep tissue massage technology that uses sensors to detect body curves, shapes, sizes and pressure points and are customized for each user to create an in-home stress-free massage. Key features include spinal decompression and a zero gravity which improves circulation by raising the feet above the chest. Lumbar heat helps to loosen muscles and relieve tension.

Today, Infinity offers retailers and bedding specialty stores the opportunity to diversify their product offering and increase their revenue stream by delivering innovative solutions to promote wellness for all lifestyles with durable, customizable and user-friendly massage products. Known for its unparalleled backend support, the company employs 140, including a team of expert representatives and technicians, and has four distribution centers across the country in Tennessee, Oregon, Pennsylvania and Texas.