

# INFINITY<sup>®</sup>

THE WORLD'S BEST MESSAGE CHAIRS

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## FOR IMMEDIATE RELEASE

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## JIM COPPINS

*Chief Operating Officer and Co-Founder*

Jim Coppins is the co-founder and chief operating officer at Infinity, a leading producer of premium massage and wellness seating and hand-held massage products. Coppins oversees the company's product development efforts, supply chain and logistics initiatives, and the sales and marketing department. His focus is on the development of innovative new products, building brand recognition for Infinity over all distribution channels and delivering impressive results in revenue generation.

Prior to his role at Infinity, Coppins built a significant historical restoration company, which he operated in the New England region. After selling the business, he enjoyed a successful career in the communication and technology sector with MCI.

In 2005 Coppins partnered with colleague Michael Garceau, to start Infinite Creative Enterprises, Inc. (ICE) an outdoor LED sign company. Today the corporation consists of two distinct divisions, which offers numerous products and solutions including massage chairs and LED signs. The Infinity Massage Chair division offers the sale of massage chairs and spa quality personal massage products. The ICE Signs division offers electronic LED signage. Together, the two built a multi-million-dollar business that they both still own and operate today.

In 2009, Garceau and Coppins were at an industry trade show for the LED sign business. Garceau 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, Coppins sold the first massage chair which launched what today is known as Infinity.

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## COPPINS BIO

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Since then, Coppins has helped grow Infinity from a 12-person operation exclusively selling massage chairs to a 140-person organization selling a broad array of massage products and has established himself as a leading force in the massage chair industry.

Coppins success in the massage chair industry comes from his passion for health and wellness and his desire to help people reach a higher level of well-being and ultimately a better quality of life. Most customers do not realize the extent to which wellness relates to good health and how it can impact one's life. However, Coppins recognizes and believes in the physical and mental benefits and continues to promote its advantages under the Infinity name.

Coppins is a graduate of the University of New Hampshire where he majored in political science and government. He resides with his family in Chester, New Hampshire.

Founded in 2009 in Seabrook, New Hampshire Infinity is a premium massage and wellness chair producer that delivers innovative solutions to promote wellness for all lifestyles with durable, customizable and user-friendly massage products. The company designs, manufacturers and markets premium massage chairs and handheld body massagers and is the number one massage chair seller in the United States.