



HAND & STONE

MASSAGE AND FACIAL SPA

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FOR IMMEDIATE RELEASE

Hand and Stone Massage and Facial Spa appoints Bob McQuillan as Vice President of Franchise Development

Toms River, NJ – January 4, 2010 – Hand and Stone Franchise Corp., the franchisor of premier massage and facial day spas, announced today that it has appointed Bob McQuillan as Vice President of Franchise Development. McQuillan most recently served as Vice President of Franchise Development at tanworld® where he was responsible for both franchise sales and operational improvements. From 2002 through 2007, McQuillan served as VP Franchise Development for Hollywood Tans where he helped develop hundreds of Hollywood Tan locations.

“Bob joins us with a tremendous amount of experience in franchising and will be an important part of the management team we are building. Hand and Stone is projecting strong growth in 2010 and beyond and we needed someone with Bob’s strategic vision to help manage that growth,” noted Todd Leff, President and CEO. In his new role McQuillan will be responsible for developing Hand and Stone’s market strategy, building relationships with broker systems, and awarding franchises. Hand and Stone projects to open more than thirty additional locations in 2010.

About Hand and Stone Massage and Facial Spa

Hand and Stone, based in Toms River, NJ, is a chain of day spas offering high quality, convenient and affordable spa services under one roof. Featuring prices that are almost 30% less than traditional spas, Hand and Stone’s professional atmosphere, walk-in convenience and affordability have fueled the opening of 30 franchised spas in the U.S. and Canada in just the past two years. For more information please visit www.handandstone.com