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FOR IMMEDIATE RELEASE

WAXING THE CITY

Waxing The City Strips Away Competition, Jumps 300 Spots in Entrepreneur Magazine's Franchise 500® List

Wax-Only Franchise Doubles in Size, Gains Traction on Prestigious List of Top Franchise Brands

Woodbury, Minn. – Waxing The City, a franchise devoted solely to the art of waxing, leaps more than 300 spots to No. 89 in *Entrepreneur* magazine's newly released "Franchise 500®" ranking for 2017.

Considered the world's first, best and most comprehensive ranking of the top franchise opportunities in the United States, the Franchise 500® list recognizes and celebrates top franchises based on "financial strength and stability, growth rate and size of franchise system."

In a just a little over three and a half years, Waxing The City (whose parent company, Self Esteem Brands, also owns perennial-Franchise 500® powerhouse Anytime Fitness) has sold an impressive 157 franchise territories. Waxing The City also opened 27 new units in 2016, growing by more than 64 percent. Company executives expect to sign another 60 franchise deals in 2017, putting a heavy focus on growing the brand's footprint in Detroit, Kansas City, Milwaukee and Salt Lake City. In addition to franchise growth momentum, Waxing The City also named a new Brand President, Angela Jaskolski.

"One of the big things that differentiates Waxing The City from other salons is the tremendous emphasis we put on customer service," said Jaskolski. "We consult with all of our clients to determine their preferences and we fully explain our techniques before performing any services. Our franchisees are passionate about providing the best experience for every client, and that has built up a tremendous demand for our specialized services nationwide. We're also committed to attracting and retaining top talent by providing our employees with opportunities for long-term career growth."

Much of Waxing The City's success can be attributed to the brand's meticulous training and operational systems. Waxing The City's extensively-trained technicians are experts who concentrate exclusively on providing waxing services in a clean, inviting and urban-chic environment. Waxing The City excels at providing luxurious and comfortable waxes by using two custom-formulated waxes -- a hard wax with a beautiful blue color made with Azulene, an ancient oil that soothes and exfoliates the skin for facial waxing, and a golden-hued soft wax formulated to comfort the skin as it lifts off even the most stubborn hair during body waxing.

To help keep pace with consumer demand, and to achieve the company's goal of opening 350 locations by the end of 2018, Waxing The City is actively seeking single- and multi-unit franchise prospects within open markets across the country. The total franchise investment to begin operating a Waxing The City studio ranges from \$121,925 and \$451,775, including the initial franchise fee for new franchisees.

ABOUT WAXING THE CITY

Waxing The City is a franchise devoted solely to the art of waxing, catering to both women and men. As a leader in the waxing industry, Waxing The City is setting the bar for excellence and innovation. Founded in 2003, the first Waxing The City studios opened in Denver and Texas, touting "superior waxes, highly-trained

staff and compassionate and caring customer service.” In late 2012, the founders of Waxing The City partnered with MN-based Anytime Fitness, LLC, the world’s largest co-ed fitness franchise. Anytime Fitness is leveraging its tried-and-true franchise support systems to Waxing The City franchisees. Company executives expect to have 350 locations open by the end of 2018. For more information, please visit www.waxingthecity.com/franchise or call (866) 956-4612.

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