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## NEWS AND ANALYSIS FOR RETAIL EXECUTIVES

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## LaVida Massage to open 13 centers before year's end

By Jen Mosscrop

**Commerce, Mich.** -- Health and wellness retailer LaVida Massage said Tuesday it will have opened at least 13 new franchised units before the end of 2012. Another eight are slated to open in early 2013.

LaVida currently operates 45 centers nationwide.

Our rapid expansion continues to yield strong results for LaVida, despite a struggling economy," said Evan Kaltschmidt, COO.

The new centers are located in California, Georgia, Illinois (2), Michigan (3), New Jersey, New York, Ohio, Pennsylvania, Texas and Virginia.

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