

For Immediate Release

Roark Capital Acquires Massage Envy

The nation's largest therapeutic massage brand is Roark's 22nd franchise investment

ATLANTA, Ga. (September 27, 2012) – Roark Capital Group, an Atlanta-based private equity firm with a focus on investing in franchise and brand management companies, announced today that its affiliate has acquired Massage Envy, LLC, the nation's largest provider of massage therapy and facial treatments.

"We are thrilled to have Roark as a partner as we continue to grow the Massage Envy brand," said Dave Crisalli, Massage Envy's President & CEO. "Roark's strong operational approach and deep consumer and franchise experience makes them an ideal partner for our leadership team, regional developers, franchisees and team members."

Ezra Field, Managing Director of Roark Capital, said, "Massage Envy has become a category-defining consumer wellness brand. We are very excited to partner with Dave and his team to help build on the Company's strong success."

Massage Envy, based in Scottsdale, Ariz., is the leading provider of therapeutic massage in the United States. The national franchise is dedicated to providing professional and affordable therapeutic massage and spa services to consumers with busy lifestyles, at convenient times and locations. Massage Envy has more than 1.25 million members spread across 800 locations in 45 states. In 2012, Massage Envy franchisees will provide more than 16 million massage and facial treatments to members and guests.

Neal Aronson, Roark Capital's managing partner, said, "Massage Envy is consistent with our strategy to invest in market-leading franchises with strong brands and differentiated service offerings. We believe Massage Envy has significant opportunities to enhance its leadership position in the spa and massage industry."

With this acquisition, Roark and its affiliates have made 22 investments in franchise businesses that collectively have more than 4,100 franchisees, 11,000 locations and \$10 billion in system-wide revenues across 50 states and 56 countries. Its current franchise/multi-unit portfolio includes Arby's, Auntie Anne's, Batteries Plus, Bosley's Pet Food Plus, Carvel Ice Cream, Cinnabon, Corner Bakery, FASTSIGNS, Il Fornaio, McAlister's Deli, Moe's Southwest Grill, Money Mailer, Pet Valu, Primrose Schools, Schlotzsky's, Wingstop and the franchisor of Seattle's Best Coffee on certain military bases and in certain international markets.

About Roark Capital Group

Roark Capital Group is an Atlanta-based private equity firm that specializes in franchise, brand management, environmental services and marketing services companies with attractive growth prospects. Roark focuses on middle-market investment opportunities through family-owned business transfers, management and corporate buyouts, recapitalizations, going-private transactions and corporate divestitures. Roark has now acquired 22 franchise/multi-unit brands that collectively have more than 4,100 franchisees, 11,000 locations and \$10 billion in system-wide revenues across 50 states and 56 countries. The firm has \$3.0 billion of equity capital under management. For more information, visit www.roarkcapital.com.

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