

Contact:
Michiko Morales
(804) 698-8846
michiko.morales@slaypr.com

Reward Your Mom with the Gift of Shiatsu Massage in Her Own Home

Busy moms unwind and de-stress with Inada massage chair.

NEW YORK, N.Y. (April 15, 2003) - Give your mom what she wants most this Mother's Day - relaxation. The Inada chair, Japan's top-selling luxury massage chair, is a one-of-a-kind shiatsu massage chair that provides ultimate relaxation through customized massage programs. Busy moms will enjoy the kind of relaxation and pampering they can get in a spa without leaving home.

Designed by leading massage and shiatsu experts, the Inada chair is the world's first massage chair that uses state-of-the-art infrared technology to scan and identify the body's various pressure points to tailor its massage for each individual. When the pressure points are tapped and kneaded, internal organs are stimulated and energized, creating physical and mental relief and relaxation.

"American mothers are under a great deal of stress, often juggling a full-time job with the responsibilities of motherhood," said Nichimu Inada, president of Family Inada. "The Inada chair provides much needed stress-relief and melts away tension in the comfort of your own home, whenever you need it."

Two models of the Inada chair are now available in the United States - the H.9 and the i.1. The H.9, the newest model, is Japan's best-selling luxury massage chair (\$3,500). It is the world's first massage chair to synchronize music and massage, featuring a Synchronized Music program. The i.1 features all of the programs the H.9 model offers except for the Synchronized Music Program (\$3,200).

The Inada chair is sold at Inada retail locations across the U.S., online at www.inada-chair.com and toll-free at 1-877-22-INADA (or 1-877-224-6232).

About Family Inada:

Family Inada (www.inada-chair.com) is a manufacturer of Japan's best-selling luxury shiatsu massage chair, the Inada Chair. The company was founded in Japan in 1962, introducing the world's first therapeutic massage chair. Since its inception, the company has been devoted to designing and building therapeutic massage devices for home use and holds many international patents in the field. With sales divisions in the U.S., Germany and Southeast Asia, Family Inada is creating a healthy living environment for all as a leader in the advanced research and development of massage-related technology.