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Hometown NFL Hero to Host Star-Studded Grand Opening Extravaganza for The Palms Tanning Resort's New Castle Rock Location February 12-14, 2010

San Diego Charger Marques Harris to debut his new Castle Rock-based business - The Palms Tanning Resort - in a 3-day sports star-studded, multi-faceted Grand Opening spectacular; Celebration to include players from the Denver Broncos, Denver Nuggets, Colorado Avalanche, San Diego Chargers and San Francisco 49ers; appearances by Denver Broncos cheerleaders and Denver Nuggets Dancers; numerous contests; exciting giveaways; and 3 full days of FREE TANNING in the company's state-of-the-art tanning beds and leading-edge Mystic Tan™ sunless tanning system

CASTLE ROCK, CO, January 26, 2010 – Fresh off the 2010 NFL playoff gridiron, Colorado son Marques Harris of the San Diego Chargers will be on-site to debut his spectacular new Castle Rock-based business - The Palms Tanning Resort (www.thepalmstanningresort.com) - in a 3-day sports star-studded, multi-faceted Grand Opening extravaganza like none other February 12-14, 2010. Among an incredible lineup of celebrity and cheerleader appearances, giveaways and other planned activities, Palms IV in Castle Rock will celebrate its debut by offering the entire community three full days of free tanning in the world's most sophisticated and luxurious tanning beds and in the newest and most advanced Mystic Tan sunless tanning system.

Harris, who went to college in Boulder, grew up in Grand Junction and resides in Parker in the NFL off-season, and his wife Brandy now own and operate The Palms Tanning Resort IV in Castle Rock – the region's premier full-service tanning salon that provides a top-of-the-line experience in a plush, island spa-like atmosphere. The company will "kick off" its Castle Rock Grand Opening celebration on location at 5646 Allen Way, Suite A, Castle Rock, CO at 7:00 a.m. on Friday, February 12 and it will run through Sunday, February 14th at 6:00 p.m. Highlights of planned activities include:

- Free tanning! The Palms IV is offering 3 full days of free tanning using its world-class beds and incredibly popular non-UV Mystic Tan sunless tanning system

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- Guest appearances from professional athletes throughout the day on Saturday, February 13th, including players from the Denver Broncos, Denver Nuggets, Colorado Avalanche, San Diego Chargers and San Francisco 49ers
 - Guest appearances by Denver Broncos Cheerleaders and Denver Nuggets Dancers on Saturday, February 13th from 12-4 p.m.
 - Live radio remote broadcast - Geronimo from Denver's popular MIX 100.3 will broadcast live from Palms IV on Saturday, February 13th from 12-2 p.m.
 - Free catered gourmet sandwiches provided by Jimmy Johns all day Saturday, February 13th
 - "Free Tanning For A Year" Sweepstakes – Event attendees may enter to win one of 10 free one-year tanning packages valued at \$228 each (no purchase necessary)
 - Signed sports memorabilia prizes - Those who sign up for tanning packages during the event will be automatically entered to win autographed jerseys from top NFL superstars, including L.T., Philip Rivers, Chris Anderson, Carmelo Anthony and Chancy Billips, among others
 - A bevy of give-aways from area golf courses, restaurants, and other local businesses
 - Tanning and lotion specials – During the event Palms IV will be offering discounted prices in its assortment of tanning packages and fine tanning lotions

"The Palms Tanning Resort is a truly unique and exciting concept in indoor tanning which, since opening in 2003, has established an amazing track record, with gross company revenues putting it in the top 9% of all 35,000 tanning salons nationwide," notes Harris. "My wife Brandy and I are extremely excited about our new franchise location here in Castle Rock, as no other tanning salon in the area compares with respect to our distinctive combination of facility size, equipment quality, luxurious atmosphere, amenities and first-class guest service. The upcoming Grand Opening event will be a tremendous amount of fun for all, and will duly showcase why The Palms provides much more than just a tan."

The Palms Tanning Resort has established a notable celebrity following, and is the only tanning salon in all of Colorado to be chosen as the official tanning resort of The Denver Broncos Cheerleaders, The Colorado Mammoth Wild Bunch, The Denver Nuggets Dancers and The Denver Outlaws Dance Team. And with good reason.

The high-end technology, interior decor and ambience of The Palms four Denver-area locations is unlike any other salon in the world. From its unique, upscale island resort atmosphere, to its industry-leading German and Italian manufactured tanning beds (14 leading-edge models in all) assuring total user comfort and amazing tanning results, to its newest and most advanced Mystic Tan sunless tanning system, to its steadfast dedication to providing a luxe spa-like experience with impeccable customer service to each and every guest, The Palms Tanning Resort stands alone amid the indoor tanning industry.

Inside The Palms guests experience a massive cascading waterfall and rock cave entrance, tanning bungalows with authentic thatch roof, an immense theatre wall displaying beautiful ocean and sunset images, imported bamboo, granite, custom tile finishes, and custom rock flooring. Each private tanning bungalow is elegantly appointed with all of the amenities guests need – essential personal items, fresh towels, protective eyewear, a private CD stereo and iPod input with personal stereo headset, and an alternate "ESCAPE" headset allowing guests to listen to the soothing sounds of ocean waves while enjoying their tanning experience.

For more information about The Palms Tanning Resort's Castle Rock Grand Opening Event call 1-866-PALMS4U or visit www.ThePalmsTanningResort.com.

About The Palms Tanning Resort

With corporate headquarters in Greenwood Village, CO, The Palms Tanning Resort has been revolutionizing the indoor tanning industry since its inception in 2003. Guests at The Palms find themselves transported to a lush, tropical environment where, as they tan, they can enjoy spa-like amenities and escape the harried pace of their everyday lives. Offering the finest luxury tanning beds in the world - exclusively using the German manufactured UWE tanning beds and Italian made Tan America tanning beds - guests are assured the best in tanning technology, safety and results available on the market today. Among other top honors both nationally and locally, in 2009 The Palms was named the "Best Tanning Salon in Denver" by both the ABC-7 A-List Awards and Citysearch.com and was included on *Looking Fit* magazine's coveted list of "Top 250" tanning salons nationwide for the sixth consecutive year. In 2008 the company earned a Gold Star Certificate from The Better Business Bureau Denver/Boulder, and in 2005 The Palms was named on *Entrepreneur* magazine's list of "Top 102 Hottest Franchises." More information about The Palms Tanning Resort may be accessed online at www.ThePalmsTanningResort.com or by calling 1-866-PALMS4U.

Note to Editors: To set up a personal facility tour and/or interview, request high-resolution artwork or if you require any additional information about The Palms Tanning Resort and/or its Castle Rock Grand Opening event, please contact Merilee Kern, Kern Communications, merilee@kerncommunications.com, 858-577-0206.

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