

# INFINITY<sup>®</sup>

THE WORLD'S BEST MESSAGE CHAIRS

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## FOR IMMEDIATE RELEASE

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### MICHAEL MILONE

*Vice President of Retail Sales & Business Development*

Michael Milone serves as vice president of retail sales and business development at Infinity, a leading producer of premium massage and wellness seating and hand-held massage products. He is responsible for recruiting and retaining dealers and is also the brand's liaison for the retail division.

Milone and his team have more than doubled Infinity's revenue every year and have developed a number of new channels for the brand, including its e-commerce business, brick-and-mortar channel and one directed to chiropractors and the broader medical community. Today, he oversees a team of nearly 30 regional brand representatives and three regional managers throughout the country.

Milone began his career with Infinity in 2012 as director of business development and national accounts. During that time, he also served as an original developer and leader of [massagechairstore.com](http://massagechairstore.com) for five years, a direct-to-consumer platform he created to help grow the Infinity brand online that has become an important tool for driving sales leads to retail partners.

He then initiated a relationship with Brookstone that led to him managing the company's first large omni-channel partnership, which resulted in its products being floored in more than 90 of the chain's retail stores nationwide and available online. He also developed the company's relationship with Mattress Firm, where Infinity is now the exclusive massage chair brand sold within its events channel.

His success with the platform led to several promotions with the company leading to his current role, which he assumed in 2019.

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## INFINITY MILONE BIO

TAKE 2-2-2-2-2

Prior to joining Infinity, he was an account manager for Ryder System, Inc., where he managed the New England area. Under his leadership, the team was recognized for two consecutive years as the number one team in the region for generating the highest revenue and being the most profitable.

Milone is a graduate of Assumption College in Worcester, Massachusetts, where he majored in marketing. He resides in Plaistow, New Hampshire with his family.

Founded in 2009 in Seabrook, New Hampshire Infinity is a premium massage and wellness chairs producer that delivers innovative solutions to promote wellness for all lifestyles with durable, customizable and user-friendly massage products. The company designs, manufactures and markets premium massage chairs and handheld body massagers and is the number one massage chair seller in the United States.