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**Palm Beach Tan Expanding Footprint with Acquisition of Darque Tan**

*Acquisition includes locations in Texas, Massachusetts and Minnesota*

**DALLAS, Texas – Nov. X, 2018 –** [Palm Beach Tan](#), the nation’s largest indoor tanning provider, announced it has acquired Darque Tan, Inc. salons in Houston, Austin, College Station, and San Marcos, Texas, as well as in Boston and Minneapolis/St. Paul. The sale was finalized on Nov. 12, and the newly acquired salons will begin operating as Palm Beach Tan today. One location in Boca Raton and one in Pompano Beach, Florida, will continue to be owned and operated by Darque Tan. Today’s transaction marks the culmination of a long relationship between the two companies. Over the past several years, Palm Beach Tan has acquired Darque Tan locations in Dallas, Austin, Phoenix and California.

“We’re excited to grow the Palm Beach Tan family with the addition of these Darque Tan salons,” said Diane Lucas, president and CEO of Palm Beach Tan. “Darque Tan has established a reputation in the industry of providing superior service to their customers and care to their employees. We look forward to continuing that legacy.”

After more than 30 years in business, Darque Tan, Inc. owners Robbie and Vonda Segler have decided to pursue other interests. “We’re fortunate to have built a successful operation with Darque Tan, Inc. over our many years in the tanning industry, and we’re confident that our employees and customers will experience a smooth transition during this exciting time,” said Robbie Segler, founder of Darque Tan.

Palm Beach Tan will be rebranding 44 of the Darque Tan locations. Because of the proximity to existing salons, three locations in Houston and one in Austin will be closing. All locations in Houston and Boston will be owned and operated by Palm Beach Tan Corporate, while locations in the Austin area and Minneapolis/St. Paul will be owned and operated by longtime Palm Beach Tan franchisees.

Existing customer accounts with Darque Tan will be transferred to Palm Beach Tan, and all memberships, sessions, credits and packages will be honored. In addition, all Darque Tan members will be integrated into Palm Beach Tan’s exclusive rewards program Premier Rewards®. All eligible Darque Tan employees have been offered positions with Palm Beach Tan.

For additional information about Palm Beach Tan, please visit: [www.palmbeachtan.com](http://www.palmbeachtan.com).

**ABOUT PALM BEACH TAN:**

Founded in 1990, Palm Beach Tan, Inc. is the leader in the indoor tanning industry, currently operating 525 locations, both corporate and franchised owned under the brands Palm Beach Tan and Planet Tan. The company has revolutionized the industry through innovative technology, a continued focus on the education of its team members and a strict focus on tanning in moderation. Palm Beach Tan offers convenience and a full range of services: multiple levels of tanning beds, sunless Mystic Tanning and Versa Spa tanning and skin care, as well as premium skin care products. For more information about Palm Beach Tan, Inc., please visit [www.palmbeachtan.com](http://www.palmbeachtan.com) or [www.facebook.com/PBTOfficial](https://www.facebook.com/PBTOfficial).

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