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## The Joint Corp. Appoints Jorge Armenteros VP of Operations

SCOTTSDALE, Ariz., Jan. 23, 2017 (GLOBE NEWSWIRE) -- The Joint Corp. (NASDAQ:JYNT), a national operator, manager and franchisor of chiropractic clinics, today announced that as part of its effort to sustain its position as a leader in chiropractic care and the country's top health services franchisor (source: *Entrepreneur* 2016 FRANCHISE 500), it has appointed Jorge Armenteros as its Vice President of Operations.

Armenteros brings more than 30 years of proven leadership and team-building expertise for major brands such as Pollo Campero®, Dunkin' Donuts®, Baskin-Robbins® and McDonald's® Corporation. At The Joint, he will direct the operations team in executing The Joint's strategies, and specifically will partner with the CEO and executive staff to lead field training and operations for all franchise business units and company clinics.

"Jorge's expertise in franchise relationships, operational excellence and building and managing talent will be invaluable to The Joint as we open new franchise clinics and work to improve unit economics for our existing units," said Peter Holt, President and CEO of The Joint Corp. "We will leverage his operational experience to expand our accelerating transformation of the delivery of healthcare by making it more convenient and consumer-friendly, while offering industry-leading support to our franchisees."

As Executive SVP of Franchise Operations and Corporate Development at Campero® USA, Armenteros contributed to 16 consecutive quarters of solid same-store sales growth, reduced unit investment cost by 24%, and improved franchise profitability. Prior to that, Jorge was Founder and CEO of Tri-Brand Management Group, which operated franchised Dunkin' Donuts, Baskin-Robbins and Togo's restaurants. He spent 19 years in progressively more senior roles with ADQSR, the franchisor of 12,000 Dunkin' Donuts, Baskin-Robbins and Togo's restaurants. Armenteros started his career in operations as a crew member for McDonald's Corporation, where he held various positions including Assistant Manager, Store Manager, Area Supervisor and Field Consultant.

### **About The Joint Corp. (NASDAQ:JYNT)**

Based in Scottsdale, Arizona, The Joint is reinventing chiropractic by making quality care convenient and affordable for patients seeking pain relief and ongoing wellness. A no-appointment policy and convenient hours and locations make care more accessible, and our affordable membership plans and packages eliminate the need for insurance. With 350+ clinics nationwide and more than 3 million patient visits annually, The Joint is an emerging growth company and key leader in the chiropractic profession. For more information, visit [www.thejoint.com](http://www.thejoint.com) or follow the brand on [Twitter](#), [Facebook](#), [YouTube](#) and [LinkedIn](#).

## **Business Structure**

The Joint Corp. is a franchisor of clinics and an operator of clinics in certain states. In Arkansas, California, Colorado, Florida, Illinois, Kansas, Minnesota, New Jersey, New York, North Carolina, Oregon, Pennsylvania, and Tennessee, The Joint Corp. and its franchisees provide management services to affiliated professional chiropractic practices.

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