

# SAN FRANCISCO Business Times

SAN FRANCISCO  
OAKLAND  
EAST BAY  
PENINSULA  
NORTH BAY

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## **GROWTH CITIES: TRI-VALLEY = 35**

East Bay cities find that it's all happening downtown.

## **JUNGLE OF THE LAW = 4**

Strong firms feast on the weak.

## **INTO DEEP FREEZE = 5**

Financial crisis putting big development projects to sleep.

## Yoga Works stretches into the Bay Area

**BY SARAH DUXBURY**

San Francisco Business Times

In a meeting of the mindful bodies, Yoga Works has acquired Yoga Studio.

By adding Yoga Studio's three Bay Area locations, Los Angeles-based Yoga Works enters a key market to make good on its goal to become a national chain of yoga studios. Including this recent acquisition, Yoga Works has 21 studios open in Southern California, the Bay Area and New York. Four more locations are in development, including one in Walnut Creek scheduled to open in 2009.

Yoga Studio has about 65 instructors and a staff of 20; 2007 revenue was over \$3 million.

Yoga Studio was founded in 1997 by Joan Barnes, who earlier in life also founded Gymboree. Initially, Barnes had planned to grow Yoga Studio into a regional chain of yoga studios.

"I'd been flirting with the idea of doing the expansion myself ... but realized I didn't have it in me again," Barnes said of her decision to sell.

Yoga Works was founded by George Lichter and Rob Wrubel, both former top executives at Ask Jeeves, with Highland Capital as an investor. Phil Swain is CEO of Yoga Works.