



FOR IMMEDIATE RELEASE

Media Contacts:

European Contact:

Anja Koch, Ambassador

Anja@SalonBusinessAwards.com

North American Contact

Warren Cowan and Associates Public Relations

Kevin Sasaki / Jazmine Vincenty

Ksasaki@wcpr.net / jvincenty@wcpr.net

**UNPRECEDENTED 3,000 NOMINATIONS SUBMITTED FOR
2008 GLOBAL SALON BUSINESS AWARDS® RECOGNIZING
ENTREPRENEURIAL AND MANAGERIAL EXCELLENCE
FROM 23 COUNTRIES WORLDWIDE**

Awards Ceremony To Be Held June 7-9, 2008 For The First Time in Hollywood, California

BEVERLY HILLS, CA—January 18, 2008—Far surpassing the response from previous years, the **2008 Global Salon Business Awards® (GSBA)** has received an overwhelming record-breaking 3,000 nominations for its highly revered awards. The GSBA event will be held this year for the first time in Hollywood, California, over three days, June 7-9, 2008 at the famed Hollywood and Highland entertainment complex. The biennial awards honor the best and brightest salons and salon owners worldwide for entrepreneurial, business and managerial excellence and performance. Nominations are made by GSBA sponsors, comprised of leading industry manufacturers and trade media.

According to GSBA founder and President Paula Kent Meehan, “We are truly excited at the overwhelming response this year, having nearly doubled the 1700 nominations received for the GSBA in Barcelona 2006. It proves the incredible strides we are making in motivating excellence in the industry and bringing international salon leaders together to receive recognition for their global business success and superiority. And, we are thrilled that this year’s awards will be held for the first time in Hollywood, California! Our winners from around the world can expect to receive the full star treatment.”

-more-

GSBA Nominations

2-2-2-2

(Continued)

Nominated salons from each of the participating countries then submit their entry dossiers to include online submissions which were due January 15, 2008 and hardcopy support materials and financial reports that were due January 31, 2008 to the UCLA Anderson School of Management, Price Center for Entrepreneurial Studies.

Participating countries include: Australia; Austria; Belgium; Canada; Denmark; Finland; France; Germany; Iceland; Ireland; Italy; Luxembourg; Mexico; Netherlands; New Zealand; Norway; South Africa; Spain; Sweden; Switzerland; United Kingdom; U.S. (East of the Mississippi River including Puerto Rico, West of the Mississippi River).

This year's GSBA Chairman and CEO Circle sponsors include Estetica International, Goldwell, Kérastase, L'Oréal Professionnel, Matrix, Paul Mitchell, PureOlogy, Redken, Aveda, and L'Anza-Healing Haircare, as well as several media sponsors, and Event Participants including Takara Belmont, Shortcuts Software, and SalonBiz.

The judging process to select the final winners is administered by UCLA. The panel is comprised of an elite panel of industry experts, UCLA faculty, successful business entrepreneurs and members of the international trade press. The 2008 Judging Summit will be held March 3-6 at UCLA. A Press Breakfast will be held the morning of Tuesday June 10, for all 2008 winners.

The **Global Salon Business Awards®** are produced by **The B.E.S.T. Foundation** (Business Education for Salons Today), a non-profit organization whose mission is to support the continued development of the global salon industry through advancement, global recognition and growth. The Foundation was formed by beauty icon and Redken Founder, Paula Kent Meehan.

For more information on the **Global Salon Business Awards®** program or attending the GSBA Forum & Awards event in Hollywood, please visit www.salonbusinessawards.com.

#####