



PRESS RELEASE
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LONDON CALLING: THE INAUGURAL
GLOBAL SALON BUSINESS FORUM AND AWARDS PROVIDES SALON
ENTREPRENEURS WITH THE PERFECT MIX OF BUSINESS AND PLEASURE

(London, England June 1, 2004)—Step aside Richard Branson. Move out of the way Bill Gates. The burgeoning ranks of successful entrepreneurs just gained a 81 new members. The latest additions—are all winners of the Global Salon Business Awards, a program created specifically to recognize and reward the outstanding hairdressing salon owners the world over who have consistently demonstrated exceptional business acumen in the day-to-day running of their businesses. Held May 30 to June 1 at various venues in London the three-day event was sponsored by a number of companies, including L'Oréal, Redken, Matrix, Takara Belmont, , as well as the international trade and consumer press.

"The Awards pay tribute to entrepreneurial salon and spa owners around the globe whose business acumen and notable business accomplishments have had a lasting and positive impact on their local communities as well as their bottom lines," explains Kristin Firrell, the program's executive director. Adds celebrity stylist Frédéric Fekkai, owner of two ultra-chic beauty emporiums in New York City and Beverly Hills and the program's global ambassador, "This is the one and only program currently in existence today that honors, recognizes, and rewards salon entrepreneurs that are leading the way, taking the art of hairstyling and their salon businesses to entirely new plateaus."

Using the themes of leadership, structure, creativity, and consistency the conference kicked off with a welcoming reception at the Houses of Parliament that was hosted by program and Redken founder Paula Kent Meehan, House of Commons MP Nigel Evans and Sir Fergus Montgomery.

The next day, attendees were transferred to The British Museum, where they had the opportunity to learn from some of the world's brightest business minds, including Regis Corporation CEO/President Paul Finkelstein, who spoke about his salon company's growth policies; Take Control Ltd. President Alan Austin Smith, who shared his invaluable insights on the five pillars of a successful business; Senior Associate Dean of the UCLA Anderson School of Management Dr. Alfred E. Osborne, Jr., who spoke about the importance of attaining profitable growth; Salon Consultants International President Peter Mahoney, who discussed the personal development and the leadership factor; and Intercoiffure Mondial President Klaus peter Ochs, who shed insight on the latest trends impacting the professional salon industry.

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After an evening dinner cruise on the River Thames, attendees started the next day off with an early morning breakfast and tour of Harrods, where Mark Briggs, the store's Sr. Director of Visual Merchandising provided tips on how to effectively merchandise a space. "Now, more than ever before, it's all about being better, different and faster. It's about creating the wow factor in everything you do in the store," he told the crowd.

Day three's agenda featured keynote speeches by celebrity, fashion and Royal Family Photographer Lord Patrick Lichfield, who charmed the crowd with his eloquent commentary, and Tom Peters, one of the foremost business gurus and a best-selling author. Peter who urged attendees to make sure that their businesses offer a world of scintillating experiences. "There are thousands of places that cut your hair. But there are not thousands of places that create an awesome experience while cutting hair."

The event culminated with an world-class Awards Banquet, hosted by TV and radio personality Leeza Gibbons, where awards in the category of Salon Entrepreneur of the Year™ as well as Entrepreneurial Excellence Awards for Team Philosophy, Client Philosophy, Marketing & Promotion, Financial Productivity and Entrepreneurial Spirit were handed out to 81 salons representing 21 countries.

Founded by beauty-biz icon and Redken Founder, Paula Kent Meehan, the Global Salon Business Awards recognize the owner's of successful hairdressing salons and spas worldwide for their entrepreneurial achievements and seeks to inspire and inform the business community regarding the opportunities and achievements in the salon services sector. For additional information, visit www.salonbusinessawards.com

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