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FOR IMMEDIATE RELEASE

An Industry United!

The Global Salon Business Forum & Awards has successfully united an industry like no other program in salon trade history

Los Angeles, CA (July, 2006) – In 1960, Paula Kent Meehan started Redken Laboratories with only three thousand dollars and a dream to revolutionize the salon industry. She built that business from the ground up, creating millions of dollars in revenue and profits and thanks to her dedication to salon excellence and education, has produced some of the world's finest products, has attracted and worked with many of the world's leading salon owners and experts from around the world and her most recent achievement, creating the B.E.S.T. Foundation and the Global Salon Business Forum & Awards®. With her background, experience and passion for business excellence, it is no surprise that the second biennial Global Salon Business Awards and Forum, held in Barcelona, Spain this past June, was also a resounding success!

Four years ago, Meehan created the B.E.S.T. Foundation (Business Education for Salons Today) as a "way to give back to the industry," she says. "The programs of the B.E.S.T Foundation are all centered around the concept of inspiring salon owners to engage in advanced business education in order to run better and more successful businesses."

Through the B.E.S.T. Foundation, the Global Salon Business Awards were created. Meehan developed this awards program to recognize the leading salons of the world for their business and entrepreneurial achievements and to encourage the industry to focus on business and management education.

And the industry has responded with overwhelming acceptance! The second biennial GSBA's yielded the highest number of participants the foundation has seen to date. The numbers of salons that made it to the final judging phase in 2006 increased by 67 percent and represented nearly 1700 qualified salons that were nominated from 21 countries.

Finally, 78 of the world's leading salons, representing 21 countries, were honored with the coveted Salon Entrepreneur of the Year™ & Entrepreneurial Excellence awards at a ceremony that followed three days of incredible seminars, panels, educational forums, dinners and exclusive celebrations. It was an event to unite the industry like no other has done before.

Meehan's longstanding dedication to the industry has not only garnered the respect of her peers, but has also allowed her to create substantial relationships with GSBA sponsors and sponsors throughout the world; whose unwavering support helped make this industry-honoring event possible. Top level sponsors of the 2006 program included Founding Sponsors: L'Oréal Professionnel, Matrix and Redken 5th Avenue NYC, plus new Chairman's Circle Sponsors: American Crew, Estetica International, John Paul Mitchell Systems, Kérastase Paris, Revlon Professional by The Colomer Group and Shortcuts Software. In addition, general sponsors include Wella, as well as Aveda, Takara Belmont and TIGI. Proud partners include the UCLA Anderson School of Management, Llongueras International, MasterCard®, The Salon Association, Professional Beauty Association, National Cosmetology Association, Salon Consultants International and Intercoiffure Mondial.

The Global Salon Business Forum & 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 growth and development of the global salon industry through advanced business education, recognition and publicity. The next Global Salon Business Forum & Awards will be scheduled for June 2008. For further information please visit: www.salonbusinessawards.com or www.bestfoundation.com.

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