

Dear Salon Partner:

My family and I are writing personally to advise you that after a long period of deliberation, we have decided to sell Maly's Midwest to SalonCentric, the professional products distribution network of L'Oréal USA.

I will be staying on with the company as a consultant during the transition period, and the business will operate in much the same way as it does today.

I want to assure you that Maly's Midwest and SalonCentric remain completely committed to the professional salon products distribution system which supports a multi-line distribution strategy. We look forward to continuing to do business with you and to a future of mutual growth and prosperity. Together, we will define a new era in professional salon products distribution that differentiates and leverages the strengths of our sales consultants and expansive store network.

Be assured that you are going to continue to receive the same level of service that you have always enjoyed. As we grow with SalonCentric, Maly's Midwest will only become stronger. As in the past, I ask for your dedication and loyalty so that we can continue to be successful together.

Thanks for your ongoing commitment to Maly's Midwest.

Michael K. Maly