



L'Oréal USA's SalonCentric Division Expands Its Nationwide Professional Products Distribution Network with Two Acquisitions

New York, NY (January 4, 2010) -- L'Oréal USA's SalonCentric Division drew closer today to national coverage of its professional products distribution network with the announcement of two significant acquisitions – Maly's Midwest and Marshall Salon Services. This is part of a strategic commitment that L'Oréal USA made three years ago to further its mission to gain closer proximity to the salon community while continuing to provide them with the best products, service, training and education for professional and personal success. To that end, these highly-respected, family-owned distributors joined the company's rapidly-growing distributor network. The additions now provide SalonCentric with coverage of over 80% of the US. Maly's Midwest and Marshall Salon Services represent combined sales of \$137 million.

“L'Oréal is the world's largest beauty company and was founded on the salon business over 100 years ago with a mission to serve and inspire salon professionals around the world,” said Paul Sharnsky, President of SalonCentric. “That mission still holds true today and is our legacy. Like L'Oréal, Maly's Midwest and Marshall Salon Services have longstanding relationships with salon owners and a deep and profound interest in partnership and service to salons. We are all passionate about this business.”

The distributorships have a major presence in the Midwest with Maly's Midwest headquartered in Grand Rapids, MI and Marshall Salon Services based in Dixon, IL. Combined, both organizations have approximately 700 employees, over 120 professional sales consultants and 90 professional stores. Geographically strategic, they cover Michigan, Ohio, Indiana, Wisconsin, Illinois, Iowa, Minnesota and part of North Dakota.

Maly's Midwest and Marshall Salon Services are committed to helping salon owners and stylists to be as profitable and successful as possible. With a combined total of more than 130 years in the salon business, both organizations have solid reputations for meeting the needs of salon professionals through the products they provide and the education they offer.

“We share SalonCentric's values and commitment to salon owners,” noted Mike Maly. “To that end, this is the perfect marriage. We are both dedicated to making the salon business more vibrant than ever so that our customers feel valued and extremely well serviced.”

“We think this is a great opportunity to take Marshall Salon Services to a new level,” said Jim Marshall, President, Marshall Salon Services. “By leveraging the resources and efficiencies that SalonCentric offers and combining it with our relationships in the industry and our deep knowledge of the territories we cover, we will be the best full-service distributor and consulting company a salon owner could have.”

L’Oréal announced its plans to take a greater interest in the professional products distribution process in the US three years ago in order to create efficiencies that were beneficial to all stakeholders. In this regard, the company made a number of acquisitions including Beauty Alliance headquartered in Clearwater, FL, Maly’s West in Valencia, CA, Columbia Beauty Supply in Charlotte, NC and Idaho Beauty & Barber in Boise, ID. This was part of an ongoing strategy to provide the hairdressing channel with unsurpassed service and education through a national network.

About SalonCentric

SalonCentric, headquartered in Clearwater, Florida, is the professional products distribution operation of L’Oréal USA. It was created in 2008 following a series of acquisitions that provided a strong store organization and distributor sales consultant network. SalonCentric is the premier distribution partner to the professional salon community in the US, fully committed to fighting diversion and protecting legitimate channels of distribution. Focused on a multi-line, multi-channel business approach with professional salon brands, including partner brands, and through hundreds of store locations and field sales activities, SalonCentric connects stylists to the finest brands, education and business solutions to ensure their overall success. SalonCentric has over 3300 employees and services salon professionals through its network of around 1150 distributor sales consultants and 700 stores. A multi-branded organization, SalonCentric distributes, among others, the following: Big Sexy Hair, Farouk, Framesi, Kenra, L’Oréal Professionnel, Matrix, Mizani, OPI, Pravana, Pureology, Redken 5th Avenue NYC and TIGI.

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