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FOR IMMEDIATE RELEASE

Because you're a Stylist, Not a Geek!

Hip new company supports Salons and Spas, without techno-babble.

What started as a favor for a friend has turned one stylist into a Guru, and salons and spas everywhere onto a new phenomenon called Salon Geeks.

"I was sitting behind the reception desk of my friend's salon when I saw the problems just glaring at me," says Anthony Angell, stylist turned geek. "Their computer was old, the salon software needed to be upgraded, they didn't have Wi-Fi, so I asked if I could give them a geeky makeover."

Within days, the news had begun to spread and Anthony was in another salon, and then another. Now, from Beverly Hills to Orlando and all in between, the newly formed and aptly named Salon Geeks regularly consults with salons from all across the country.

"There's obviously a huge need for a company like Salon Geeks", says Tiago Soromenho, who owns Mosaic Total Body Salon with his wife Deb. "When we saw Anthony interacting with a group of salon owners at the local Apple Store for Salon Day, what caught our attention was not just the way he brings true Marketing and Sales insights, as well as humor, into the process, but it was his vision that technology is there to augment your business, not make you adapt to it. Right then I thought, I have to be a part of this."

Several meetings and a few cups of coffee later, Tiago joined Salon Geeks, bringing with him additional expertise in Executive Management, Advertising and Experiential Design.

"Salon Geeks saved our salon! We have learned so much from Salon Geeks, about our salon software and how to use it properly, and also how to market effectively through our website. Salon Geeks understands our business because they come from it, and I knew from our first meeting we would have a very long and wonderful business relationship. I say Salon Geeks "rocks" for those of us who are artsy and not geeky. I recommend their talents to anyone who has a salon or spa!" says Vanessa Rose, Owner of Maude Hair.

SALON GEEKS



Their growth has been truly organic, fueled by enthusiastic clients, their weekly newsletter, *The Nerdy Stylist*, and of course, just plain gossip. Salon Geeks hip style and fresh approach to technology has not only salon owners talking, but industry professionals as well.

"Watching Salon Geeks in action is pure entertainment. It's so easy to forget that you are actually learning when you are in their presence. They really understand how to make technology, creativity and common sense coexist in the salon. As an educator, I can see the limitless possibilities for salons and recommend their expertise, knowledge and fun approach," says Tracey McIntyre, Vice President of Education for Salon Transcripts.

More than just technology, these geeks don't wear pocket protectors. "No, No, we're much too stylish for that!" laughs Anthony.

Salon Geeks provides salons and spas of all sizes a support system, including everything from assistance with day-to-day marketing, picking the right software program, management best practices, gift card and retail therapy to help boost sales, and of course the geeky stuff like web design, e-commerce, and email and interactive marketing to clients, just to name a few.

"We're equal opportunity", adds Tiago, "big, small, blonde, brunette, Mac, or PC, straight or curly, we work with all types of salons and spas with very different budgets and needs. We've even had salons in Canada and the UK contact us and sign up for our newsletter."

Salon Geeks is currently booking appointments daily and invites salons and spas everywhere to visit their website, www.salongeeks.com, or call 877-768-9962 for a free no-obligation consultation.

Heck, they even work on Mondays.

About Salon Geeks:

Salon Geeks is a concept of Lord & Falconer Limited Company. For additional information, or for media inquiries, please email press@salongeeks.com, or call 877-768-9962.

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