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FOR IMMEDIATE RELEASE

Was your beauty school this cool?

Salon Geeks University educates salons and spas anywhere, even between appointments.

Those daring, yet stylish guys at Salon Geeks have done it again, this time by taking their clients back to beauty school and for most, it's cooler, and more convenient than the first time around.

Their new Salon Geeks University, or SGU, as students commonly refer to it, has become popular indeed. As the news of this hip new school spreads across the country, salon and spa owners of all ages, are headed back to school and enrollment is up.

"Most of us didn't learn all of the necessary skills to run a top notch salon in beauty school," says Anthony Angell, the stylist turned salon guru who founded Salon Geeks, a creative and consulting company exclusively for salons and spas. "We learned to be great Stylists, or Estheticians, sure. But what about all of the other stuff needed to run a successful business? Salons and spas are no exception: If a salon or spa isn't hip to the basic concepts as well as the latest technology, management, and marketing trends, their salon isn't operating at capacity-and that means they're losing money, or at least not making as much as they could."

Anthony's company, Salon Geeks, provides a support system for 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 software training, web design, e-commerce, as well as email and interactive marketing, and now Salon Geeks University.

"After we were featured in several magazines, we started to get calls and emails from as far apart as London, San Francisco, and Miami," says Salon Geeks Partner and Technology Director, Tiago Soromenho, whose wife Deborah owns the successful Mosaic Total Body Salon in Bethesda, Maryland. "Salons and spas everywhere seem to be asking the same questions, and wanting us to be everywhere at once. Then we had an idea: Why not create a learning system where salon and spa owners and managers could learn at their own pace?"

The result, Salon Geeks University, a teaching and support solution that allows salons and spas virtually anywhere to learn marketing, management, and technology concepts to improve

SALON GEEKS



their business and bolster their bottom line. Salon Geeks University provides personalised consulting and training classes that salon and spa owners, managers and staff can take between appointments, on the weekend, after work, even from home on the sofa. In addition to one-on-one consulting and training sessions, Salon Geeks University has classes in Retail Therapy, Gift & Loyalty Card Management, Webvertising, Salon Software Selection and Training, and a Receptionist Refresher. More courses are being made, and will be available soon.

"Through Salon Geeks University, I was able to learn to use my spa's new software program and implement an effective loyalty program while still in my pajamas," laughs SGU student and new Spa Owner Ladonna M. Ford, of Donya's Holistic Care Center in Ft. Lauderdale, Florida. "Salon Geeks is right there with you as they teach you all sorts of topics, you can talk to them, share applications, even see them right on your screen. It's definitely a cool way to learn new things for your business."

Salon Geeks is currently enrolling students, and 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 on their services and Salon Geeks University.

About Salon Geeks:

Salon Geeks, Salon Geeks University and Salon Geeks Rewards are concepts of Lord & Falconer Limited Company. For additional information, or for media inquiries, please email press@salongeeks.com, www.salongeeks.com, or call 877-768-9962. Investor Relations can be directed to investors@salongeeks.com

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