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2 Salon Software Companies Share 2006 Eureka! Award from Salon Geeks

Salon Geeks announces their First Annual Eureka Award Winners for Outstanding Software, a recognition of the industry's top salon software programs. The two companies who share this distinguished honor for 2006 are the Mac-only Salon Transcripts, and the internationally successful Shortcuts Software.

"Working with salon and spa clients everyday, we encounter a great variety of salon software programs", says Anthony Angell, stylist turned geek who founded Salon Geeks. "We're not nerds! We're stylists and salon and spa owners just like our clients. We like software that is easy to use, and enhances the way the salon or spa does business. We found very quickly that not all programs did that, no matter how much you paid for them."

Salon Geeks, a creative and consulting firm exclusively for Salons and Spas, is quickly becoming the premiere choice for salons and spas everywhere. Salon Geeks provides a support system, including everything from training and assistance with day-to-day marketing and management best practices to gift & loyalty card programs and retail therapy. Of course, they also provide the geeky stuff like technology-based solutions & training, online marketing, and as demonstrated here, picking the right software program.

Their Eureka Award designation is reserved for products and services that Salon Geeks feels add "real value" to the salon or spa experience. With several categories, including technology, software, management and education, these are products, tools, or services that are not only "awesome", but have well established ties and reputations within the Salon and Spa community, not just for their product, but for service before and after the sale.

The 2006 Eureka Award for Outstanding Software acknowledges not only the software, its features and price-point, but also the company behind it, including its management, customer service, and technical support teams.

"In choosing these two programs out of dozens of contenders, we tried to take everything into consideration. We surveyed our clients on what does and doesn't work, received the same education on the software a client would--when available, tried to break the programs and access how difficult situations or scenarios were handled, and made anonymous sales

inquiries. We even called technical support and cried to see how they would react", laughs Anthony.

Interestingly, even though Salon Geeks works closely with many salon software companies to help support their mutual clients, they don't accept commission or referral fees for their recommendations. Instead Salon Geeks believes choosing the right software package for their clients by being impartial is the best compliment they can give to that company, and in the best interest of their client. Each Salon Geeks salon or spa client is individually assessed to determine which salon software program matches their specific needs, budget, and growth opportunities.

"What attracted me to the Salon Geeks concept in the first place was Anthony's vision that technology is there to augment your business, not make you adapt to it", says Tiago Soromenho, Salon Geeks Technology Director. "The Eureka Award is just another testament to that same vision. We think we have worked hard to test these programs, and found some really good software solutions here. We would like to congratulate them both on their accomplishment.

From all of the choices available, the 2006 Eureka Award Winners represent what Salon Geeks considers "the best in the industry--at any price!"

Best Experience

Winning for Best Experience is Salon Transcripts. Available only for Apple computers, STX was at the top of our list for ease of use and visual appeal. We're also huge fans of the seamless remote access capability. Helping a salon do payroll, and create marketing reports from the beach over the 4th of July holiday was unbelievable. Being on a Mac also affords salons and spas that are not computer savvy a non-threatening environment to move into the computer age, or upgrade from old PCs.

In accepting the award for STX, Jon Maple, President/CEO of Salon Transcripts says, "Salon Transcripts is very proud of our STX management software. We are very pleased to have won the 'Best Experience' award from Salon Geeks. We respect Salon Geeks' dedication to their clients and are happy to work with a company that recognizes our continuing efforts to make automation a pleasant and rewarding experience for each owner. We work diligently to keep our software on the cutting edge of not only technology but also the needs and requests of the salon and spa industry on a whole."

Most Innovative

Salons looking for innovation while still being sexy, need look no further than Shortcuts. This program packs a punch, while still being stylish. Sporting a cool interface, this program stands out, even while others reminded us just how drab the PC world can be-- especially in a salon. Integrated touch screen and SMS Text Messaging, were also awesome features that rounded out the program. Sexy, powerful, and affordable Shortcuts would get a date from these geeks anytime.

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On their award, Rob Aubin, Shortcuts General Manager for North America says, "It's a real honor to be named the 'Most Innovative' software company. Shortcuts is known across the world for our unique connection and involvement in the industry - providing salon owners with not only a business solution that is user-friendly and made for the salon environment, but a company that is user-friendly as well."

"I'd like to say that it was tough choosing these particular programs," comments Tiago, "but these really stood far above the crowd. Not only were the programs solid, but both companies were very responsive the Salon Geeks model and share our customer-centric vision. We're totally psyched about 2007, as we are already working with several companies on their next release and providing feedback and suggestions which are being well received."

It's not just a love affair between these geeks and a couple of software companies. Salons and spas from California to Florida can't seem can't seem to get enough of these Stylish Geeks either.

"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 in Herndon, VA, a suburb of Washington DC.

In the coming weeks, Salon Geeks will announce additional Eureka Award winners for technology, management and educational products and services that they feel are of great benefit to their clients.

Salon Geeks invites salon and spa owners anywhere to visit them online at their website, www.salongeeks.com, or to call toll free 877-768-9962 for a free, no-obligation consultation.

Salon Geeks. Making a Difference.

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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