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Hair Cuttery Franchisees Say “You’re Hired”

Appearance on NBC’s “The Apprentice” Airing Mondays at 9/8c on NBC shines spotlight on franchise opportunities

Vienna, VA, February 22, 2006 – Hair Cuttery, the nation’s largest privately held chain of full-service, value-priced hair salons will launch their national franchise business with an appearance in the fifth season of NBC's "The Apprentice," which begins airing Monday, February 27th at 9/8c on NBC. The company will be one of the season’s weekly team tasks, creating a springboard for generating excitement about its franchise expansion nationwide, a new business model for Hair Cuttery.

Hair Cuttery CEO Dennis Ratner, an entrepreneurial success who started his career as a hairstylist, was on set during filming and met with Donald Trump. The ongoing search for smart business minds to help grow their companies ties these two together, in addition to the undying entrepreneurial spirit that makes each venture they touch succeed.

“The Apprentice takes a creative approach to uncovering business aptitude – what a great tie-in to the Hair Cuttery corporate culture and the franchise spirit. Together we developed a feature task that combines a need for creativity with good business sense,” said Ratner, who co-founded Hair Cuttery in 1974. “Hair Cuttery is committed to developing a strong franchise network to help bring our values to communities throughout the United States. Our involvement in ‘The Apprentice’ is just one of many ways we support our franchise partners by promoting Hair Cuttery and elevating brand awareness every day.”

The fifth season of NBC's "The Apprentice" airs on Monday nights at 9/8c on NBC. The episode featuring Hair Cuttery airs later in the season; exact date is yet to be determined.

About Hair Cuttery: Hair Cuttery is the nation’s largest, privately held chain of full-service, value-priced hair salons operating exclusively on a no-appointment basis. With nearly 1,000 company owned and franchised salons on the East Coast, in the Midwest and in the United Kingdom, Hair Cuttery is known for bringing communities a full variety of affordable hair care services, including cuts, color, waxing and permanent waving, as well as a full line of professional hair care products. Hair Cuttery is a division of Ratner Companies, based in Vienna, Va. For more information, visit www.haircuttery.com.

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