

Share A Haircut®

Get a Cut. Give a Cut.

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Hair Cuttery Launches 8th Annual Share A Haircut Campaign To Benefit 55,000 Children Nationwide *Hair Cuttery stylists also release hottest youth hair trends*

Vienna, VA – August 1, 2006 – Share A Haircut, the Hair Cuttery campaign that gives 55,000 children in need a free back-to-school haircut, kicks off today in each of the salon chain's nearly 1,000 locations along the East Coast and in the Midwest. Participation is easy: clients may buy a kids' cut, and Hair Cuttery will donate one to a child in need. The benefits are great: thousands of children get a free haircut that will boost their self-esteem just in time for the start of the school year.

This year marks Hair Cuttery's eighth annual Share A Haircut campaign. Since its inception in 1999, Hair Cuttery has donated more than 300,000 free haircuts to children in need. This donation is valued at more than \$3 million, and is particularly meaningful since the results of a 2005 survey revealed that more than 80 percent of parents and more than half of teens believe a back-to-school haircut significantly boosts confidence.*

How Share A Haircut Works

For every child's haircut (age 18 and under) purchased at a Hair Cuttery salon between August 1-15, Hair Cuttery will donate a free one to a child in need through nonprofit and social service organization partnerships in each of the salon chain's markets.

Do Good and Look Great, Too

In addition to its charitable efforts, Hair Cuttery also released the most popular youth hair trends of the season:

- Layered, feathery shags are in for boys this season, replacing the spiky looks of last year.
- Girls are favoring longer looks, with soft layers and bangs.
- Now, more than ever, teens are requesting color. Blond highlights and lowlights are the most frequently sought after.
- Teens, tweens and even youth under 13 are channeling celebrities for hair inspiration. Some of the most frequently requested looks are the cuts and color of Ashlee Simpson, Rihanna, Cheyenne Kimble, Jesse McCartney and Teddy Geiger.

** Data referenced above was drawn from an April 2005 survey conducted via targeted e-mail by Synovate, on behalf of Hair Cuttery. The respondents included a representative sample of the U.S. population including 1,000 adults and 500 teens.*

About Hair Cuttery: Hair Cuttery is the nation's largest privately-owned and franchised chain of full-service, value-priced hair salons operating exclusively on a no-appointment basis. With nearly 1,000 salons on the East coast and in the Midwest, Hair Cuttery offers a 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, or the nearest location, visit www.haircuttery.com.

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