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**FINALISTS OF THE 2008 GLOBAL SALON BUSINESS AWARDS®
ANNOUNCED IN HOLLYWOOD**

**The 2008 Global Salon Business Awards® program to be held
June 7-9, 2008 at the Hollywood Renaissance Hotel**

BEVERLY HILLS, CA---March 19, 2008---The finalists of the 2008 Global Salon Business Awards® (GSBA) have been announced. The awards will be presented at the GSBA awards ceremony on June 9, 2008 at the Hollywood Renaissance Hotel at the legendary Hollywood & Highland Complex.

The GSBA finalists were selected from over 3000 nominated salon owners from around the world. The prestigious judging panel, coordinated by the UCLA Anderson School of Management's Price Center for Entrepreneurial Studies, scrutinized the hundreds of extraordinary entries and selected the 77 top finalists, representing 22 countries.

Scoring of the nominated salons and salon owners included evaluating the entrepreneurial culture, uniqueness, level of risk taken, team philosophy, compensation, retention, training, reward and recognition programs, client services, initiatives, loyalty programs, community service, marketing and promotional materials, and financial stability and profitability of the business.

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GSBA Finalists

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The 2008 GSBA finalists have been invited to join their peers and colleagues in Hollywood to celebrate their achievements with the other honorees from around the world. Participating honorees will receive global publicity and recognition, two (2) complimentary full admissions permitting entrance into all functions of the GSBA Forum & Awards (June 7th -9th), complimentary lodging at The Hollywood Renaissance Hotel, a personalized promotional package for use in their home market, and an exquisite personalized GSBA crystal statuette.

According to GSBA founder, Paula Kent Meehan, "The Global Salon Business Forum and Awards program is truly unique and one of the only awards dedicated to honoring those in the salon and beauty industry whom excel in the areas of business." She added, "We are thrilled that this year's event will be held in Hollywood, which holds such allure and excitement for all of our visiting finalists!"

All 2008 finalists have been notified of their winning status; however they will not know which award that they are receiving until the Global Salon Business Awards® ceremony taking place the evening of June 9, 2008, hosted by television entertainment personality Leeza Gibbons, at the Hollywood Renaissance Hotel. Legendary Hollywood hair stylist Jose Eber will be honored with the 2008 GSBA Lifetime Achievement Award.

Highlights of the three day extravaganza include a welcome reception at a famous Beverly Hills estate, formerly the home of the one and only Elvis Presley, a spectacular and impressive line up of industry seminars at the UCLA Business Forum; including acclaimed author of *Success Built to Last*, Mark Thompson, a special Hollywood Salon Owner Panel moderated by CNN's Larry King, and the GSBA Awards Gala.

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GSBA Finalists

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Top level sponsors of this 2008 program include: Estetica International, Goldwell, Kérastase, L'Oréal Professionnel, Matrix, Paul Mitchell, PureOlogy, Redken, Aveda, and L'ANZA-Healing Haircare, and Event Participants including Takara Belmont, Shortcuts Software, and SalonBiz.

Media Sponsors include: American Salon, BehindTheChair.com, C&C Magazine, Canadian Hairdresser, Frisor, FrisorFaget, Frisortidningen, InStyle, Irish Hairdresser, Launchpad, Modern Salon, Pinni, Salon Today, South African Hairdressers Journal, Tocado, and Top Hair International.

The **Global Salon Business Awards®** are produced by **The B.E.S.T. Foundation** (Business Education for Salons Today), a non-profit organization whose mission is to support the continued development of the global salon industry through advancement, global recognition and growth. The Foundation was formed by beauty icon and Redken Founder, Paula Kent Meehan.

For more information on the **Global Salon Business Awards®** program or attending the GSBA Forum & Awards event in Hollywood, please visit www.salonbusinessawards.com.

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