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FOR IMMEDIATE RELEASE

2008 Global Salon Business Awards Nominations Begin | Eligibility Requirements

(Beverly Hills, Calif.) March 28, 2007 -- Salon owner's gear up for the 2008 **Global Salon Business Awards™*** (GSBA) that will be held in Hollywood, Calif. from June 7-9, 2008. The award process begins with top salons being nominated by GSBA sponsors; nominations accepted from **August 15, 2007 -- November 30, 2007**. The GSBA candidate is a salon that demonstrates extraordinary performance in all areas of business.

The nomination process is extremely selective and is open to only those salons that can compete for entrepreneurial excellence on a global basis. Judging is based upon each entry demonstrating overall excellence in three areas of business criteria: General and Financial Management, Salon Leadership and Client Philosophy/Marketing & Promotion. Nominations accepted online August 15 – November 30, 2007 at www.salonbusinessawards.com.

The following criteria is required for nomination consideration:

- Entrants must be the legal business owner/s who is/are directly responsible for all aspects of company performance, since January 2004.
- Salon generates annual revenues of USD \$250,000 per year, or equivalent currency conversion, since 2004 and can provide financial documentation to verify.
- More than 50% of gross floor space is dedicated to professional salon services.

The following is not mandatory for consideration but are qualities that previous GSBA winners possess:

- A defined culture
- Staff perceives owner(s) as someone great to work with/for
- Possesses extraordinary leadership skills

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Qualities that previous GSBA winners possess:

- Formalized staff recruitment and training programs
- Retention of staff members
- A competitive compensation and benefit programs
- A strong salon image
- Consistently engaged in marketing and promotional programs
- A formalized customer service policy
- Unique qualities which make their salon stand out within their community
- Represent a highly successful business model that others can follow

Countries eligible to participate in the 2008 GSBA (new territory):**

*Austria, Australia, Belgium, Canada, Denmark, Finland, France, Germany, Iceland, Ireland, Italy, Luxembourg, Mexico, Netherlands, New Zealand, Norway, South Africa, Spain, Sweden, Switzerland, United Kingdom and the United States (now including Puerto Rico**).*

Once eligibility requirements are established, sponsoring companies of the 2008 Global Salon Business Awards nominate a salon. Once nominated, the salon is notified and is sent specific entry instructions. Please visit www.SalonBusinessAwards.com for a list of Corporate and Media Sponsors eligible to nominate salons.

Nominated salons must complete the entry dossier online and submit all required back up materials directly to the UCLA Anderson School of Management, Price Center for Entrepreneurial Studies for CONFIDENTIAL judging. Online application submission deadline is January 15, 2008.

Winners of the **2008 Global Salon Business Awards** enjoy the respect of the global salon community, complimentary admission and hotel subsidy for two and recognition at the **2008 Global Salon Business Forum & Awards Ceremony** in Hollywood.

This 2008 GSBA event in Hollywood will deliver *walk-of-fame* treatment for all winners and forum attendees. The event will be filled with a dinner at a legendary and famous home, Red Carpet style receptions, inspiring educational programs and an exciting awards banquet.

*Produced by the **B.E.S.T. Foundation** (Business Education for Salons Today), a non-profit organization dedicated to the global growth and recognition of the professional salon industry. **B.E.S.T.** works to enhance and improve the professional salon industry by offering advanced business education and public recognition of the most successful salon owners throughout the world. For more information about **B.E.S.T. and Global Salon Business Awards**, please visit www.salonbusinessawards.com.

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