

FOR IMMEDIATE RELEASE

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**Paul Mitchell Schools Acquires Four Seasons Salon and Day Spa**  
Paul Mitchell The School – Monroe now open in Monroe, Wisconsin

(MONROE, Wisconsin) — Paul Mitchell Schools proudly announce the opening of their newest school, Paul Mitchell The School – Monroe, located in Monroe, Wisconsin. The school owners, John Paul Mitchell Systems CEO John Paul DeJoria and Dean Winn Claybaugh of Paul Mitchell Schools together with Susan Papageorgio and Molly Quirk, will be planning grand-opening festivities in the next several months.

The 3,000-square-foot building was designed to train as many as 50 students concurrently. Like all Paul Mitchell Schools, the Monroe location will work and educate exclusively with Paul Mitchell products, and instructors and students will follow an aggressive, ongoing educational and cultural development program.

“I’m so excited to welcome Paul Mitchell The School – Monroe to the Paul Mitchell family,” Winn Claybaugh said. “Like every school in our network, the owners and staff share our common mission of doing so much more than merely producing beauty school graduates. We’re out to change the industry by making better human beings.” Staff members at Paul Mitchell Schools believe that education is an adventure and the learning experience should be fun. Each school is a learning community that provides future salon professionals with the opportunities to develop essential skills while exploring their talents, passion, and creativity.

Paul Mitchell Schools are also committed to making a difference in the world. Through their annual three-month fundraising campaign, future professionals across the country have raised and donated more than \$2.5 million to charitable organizations in the last five years. They’ve built two homes with Habitat for Humanity; fed thousands of African orphans; and supported the victims of AIDS, breast cancer, homelessness, hurricanes, abuse, and hundreds of other causes. They’ve also formed student-run “Green Teams” to find ways to reduce, reuse,

and recycle in their schools. In addition, a portion of the cost of every student technical kit is donated to the American Forest Global ReLeaf Program to help replace America's trees.

The Phase 2 salon is an integral part of Paul Mitchell The School – Monroe and will remain open. The new owners invite you to stop in, visit, meet the new owners, staff, and students, and tour our facility. We would love to get to know the local community and share the Paul Mitchell Schools vision and “Be Nice” culture. We also invite you in for services and treatments with our guided future professionals. Salon services are affordable and impeccable — not to mention, a valuable investment in our young talent!

Paul Mitchell The School – Monroe is currently accepting applications for the cosmetology and nail technology programs with a new class starting June 23, 2009. A part-time program is also available. Please call our Admissions Leader Roberta Zastrow at (608) 214-9100 for information and questions. Call today — the new owners have experienced a dramatic interest in enrollment!

For more information about Paul Mitchell The School – Monroe, visit [www.PaulMitchellTheSchool.com](http://www.PaulMitchellTheSchool.com).

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Photo Caption:

From left to right: Dan Gramer and Kristin Allison pause for a photo with new owners Molly Quirk and Susan Papageorgio on March 27, 2009. Paul Mitchell The School – Monroe intends to expand the strong business model in place by utilizing the fabulous staff and working within the local community.