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CONTACT: XXXXXXXX
Phone
email

**UNIQUE HOLIDAY/BIRTHDAY GIFT IDEA:
THE XYZ SALON FOR MEN GIFT CERTIFICATE**

(City, TX – July 30, 2007) Picture a few hours of relaxation and pampering that include a steaming hot lather shave, muscle relaxing massage, first-class haircut and maybe a game of pool -- and the dilemma of what to buy the special man in your life is solved. Rather than the traditional tie or golf ball paperweight, a gift certificate for The XYZ Salon for Men is a unique and refreshing gift.

“Our clients have discovered that The XYZ is not only is a great place to relax, but that professional grooming helps them look good and feel confident,” said The XYZ Chief Executive Officer Bruce Schultz. “For many men, this is a new experience, and once they try it, they want to make it part of their routine.”

Far beyond the old barbershop haircut and shave, The XYZ has the ambiance of a sophisticated men’s club reminiscent of an earlier, elegant era with its dark wood paneling, plush leather chairs, pool table, chessboard, complimentary beverages and good vibrations.

The XYZ more than delivers on its promise to provide the ultimate, *relaxed grooming experience for men*, with a friendly team of well-trained professionals that deliver exceptional grooming services including, hair services, traditional hot lather shaves, facials, massages, coloring, hand and foot grooming and face and body waxing in a relaxed, masculine environment.

The XYZ is the place to go for that special gift that will be used *and* enjoyed. Finely packaged gift certificates come in all denominations and can be used for any grooming service, including the following Holiday Specials:

The Benchmark

The Benchmark is The XYZ’s signature service, and for good reason. It combines a professional haircut with just the right mix of The XYZ’s most requested services to make everyone feel like a million bucks—at a cost of just \$50. The Benchmark package includes:

- Personal consultation and tailored cut
- Rejuvenating paraffin hand dip
- Energizing shampoo and conditioning
- Scalp massage
- Moisturizing facial
- Steamed towel
- Stress relieving hand massage
- Cleansing rinse and finishing-touch styling

-more-

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The Head-to-Toe Package - \$100

Men need pampering, too, and the Head-to-Toe package is the perfect way to make any man feel good and look great from top to bottom.

- The Benchmark – The XYZ's signature service
- Hand Grooming – A professional manicure to keep hands looking as sharp as the hair
- Foot Grooming – Commonly known as a pedicure, foot grooming is an uncommonly relaxing experience at The XYZ

The Holiday Rejuvenator - \$200

With a sumptuous mix of massage and grooming services, the Holiday Rejuvenator is just what a man needs to prepare for (or escape from) the hustle and bustle of the holiday season, or simply to start the new year with relaxed confidence. Package includes:

- The Benchmark – The XYZ's signature service
- Hand Grooming – A professional manicure to keep hands looking as sharp as the hair
- Executive Facial – Cleansing face treatment that revitalizes the skin, and the spirit
- One-hour Therapeutic Massage – A full-body, deep-tissue massage that relaxes and rejuvenates

The XYZ also offers annual memberships, which allow our clients to enjoy an unlimited number of haircut services for a full year at one great price. The XYZ's annual CEO and Chairman memberships raise the bar even higher, offering extras like hand grooming services, massages and hot lather shaves.

You can contact either of The XYZ Salon for Men's locations for purchases, directions or to schedule an appointment: Inwood Village (Dallas) (214) 358-7565 or Southlake Town Square (817) 251-9600 or visit them online www.theXYZsalon.com.

About The XYZ Salon for Men: Started in 2004 in Southlake, TX, The XYZ Salon for Men[®] delivers the ultimate, *relaxed grooming experience for men*.SM The XYZSM excels at creating a comfortable, masculine, community atmosphere combined with a friendly team of well trained professionals that deliver exceptional grooming services. Salon locations are in Southlake and Dallas, TX, with the corporate headquarters based in Southlake. Visit www.theXYZsalon.com.

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