

Fantastic Sams®

HAIR SALONS

DESSANGE INTERNATIONAL ACQUIRES FANTASTIC SAMs

CREATING BEAUTY INDUSTRY MULTI-SALON BRAND COMPETITOR

On January 12, 2012, our Company entered a new stage within our industry. Dessange International, a luxury hair salon group assisted by a European private equity group has purchased all the shares of Fantastic Sams International from our current private equity owners Pouschine Cook Capital Partners.

This partnership of two strong franchised full service hair salon brands totaling over 2000 salons located in 45 countries across the world creates a new company with multiple brands: Fantastic Sams in the value price category; Camille Albane in the mid price category; and Dessange Paris in the super premium luxury salon / spa category.

Dessange International in addition to its luxury salons includes a broad line of Dessange Paris premium branded products covering hair, skin and cosmetics. Dessange International maintains a factory and warehouse in Brittany, France where salon products for all brands including Camille Albane are manufactured and shipped to salons worldwide.

Benjamin Dessange, Chairman and CEO of Dessange International declared: *“We are delighted to welcome the Fantastic Sams team to the DESSANGE group, and excited about the significant growth opportunities that this will create. This partnership once again confirms our pioneering leadership position in the international development of the hair salon franchise market.”*

Dessange International is partnering with Fantastic Sams and our team to provide additional resources to drive the development of our salon brand and to introduce the Camille Albane brand into the North American market. Dessange Paris, the luxury brand, has several locations already in Texas, Florida, Midwest and Mid Atlantic markets.

Scott Colabuono, President and CEO of Fantastic Sams International commented: *“Joining Dessange International, with whom we have been discussing joint development opportunities over the past several years, will greatly help us accelerate our growth in North America. Our goal is to have over 2,000 Fantastic Sams and 300 Camille Albane salons throughout our markets.”*

Going forward, our company will continue with our plans of acquiring region owner markets, organic growth of the Fantastic Sams salons across the USA and Canada, and continued promotion of our Fantastic Sams labeled salon products.

In addition, we will take the lead during the introduction of the Camille Albane brand into North America. This introduction will comprise owned salons and franchise development. We will have

assistance by Dessange International with education, branding, PR and Camille Albane labeled salon products.

Camille Albane is an exciting brand with a west bank vibe, a focus on the younger woman who enjoys life, who is not fearful of color and embraces fashion in her personal appearance. Camille Albane salons are known for superior hair dressing, cosmetics and hair color throughout France and with the introduction across North America we are confident the Camille Albane brand will find a ready market with fashion forward salon guests.

I am proud to continue to lead our company and work closely with our Dessange International partners and our new Board of Directors. Our relationship grew from early discussions concerning the development of Dessange brands in the USA to a full acquisition of our company. I am confident that this combination of global salon brands will set a benchmark of success for others to follow.



Fantastic Sams Hair Salons is one of the leading full service franchise hair salon brands in the world. The Brand includes a full scope of Fantastic Sams labeled salon only professional hair care products where franchise salon owners enjoy a flat fee royalty, superior local / national operations and training support in a no appointment, convenient location, and no salon experience business model.

Fantastic Sams Hair Salons is headquartered in Beverly, Massachusetts.