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A DECADE OF SEXY HAIR

Sexy Hair Celebrates 10 Year Anniversary and Honors Founder Michael O'Rourke in True Rock-Star Style

(CHATSWORTH Calif.) – On Sunday, January 11, Sexy Hair threw a bash honoring company founder Michael O'Rourke and celebrating 10 years of Sexy Hair. The evening "MOR Rocks" gala was held at the very hip Level 3 nightclub, located at the Hollywood and Highland Center, in the heart of Hollywood.

Over 300 party-goers, including Sexy staff, distributor partners, magazine editors and some former Sexy Hair employees, were treated to a special tribute to O' Rourke, who was also given a Steuben glass bowl signed by all Sexy Hair employees, as well as an all-expense paid trip to the exclusive Canyon Ranch Spa in Scottsdale, Arizona. The evening also included a special appearance by the band Close to Home, who have been the faces of the company's Short Sexy Hair line of products since January, 2008.

The celebration was part of a two-and-a-half-day sales and educational event, which took place from January 11 through January 13. In attendance were

Sexy Hair executives, educators, distributors and sales team members for a combined “Sexy Hair Rocks” themed National Sales meeting and Art Team training. The weekend began with the unveiling of an all new Sexy Hair stage show, which brought the crowd to their feet, and included updates from all departments on the companies exciting 2009 initiatives. This was the first time that the entire International Sexy Hair family has met under one roof.

Sexy Hair was started by O’Rourke, a native of South Africa, in 1999 with the launch of the brand’s first product Big Sexy Hair Root Pump. Since then, the company has electrified the professional hair care industry, quickly growing to include an 11 brand collection of high-quality, innovative hair and body products. In 2006, Jim Morrison was named Chief Executive Officer of Sexy Hair, paving the way for the company’s first celebrity spokesperson, Katharine McPhee, and \$250 million in street sales. Last year, the company introduced new celebrity spokespeople, “Girlicious”, celebrated the sale of its 10 millionth can of Big Sexy Hair Spray and Play, the hairspray in the famous “big red can”, and named Karl Heinz-Pitsch as Chief Operating Officer, with the goal of expanding the company’s international reach. Sexy Hair remains one of the fastest growing companies in the professional hair care industry.

Sexy Hair® introduces their new celebrity faces – The Pussycat Dolls Present:Girlicious. The girl band will appear in the company’s 2008 and 2009 ad campaigns and promotional materials and will appear at select Sexy Hair sponsored events.

Sexy Hair® puts high-quality products right into the hands of celebrity hairstylists with a whole new styling philosophy. Hollywood stylists include Gwyne Redner (“The O.C.”), Lisa Marie Rosenberg (“Desperate Housewives”), Anna Maria Orzano, Mary

Guerrero ("Dancing with the Stars" and "The 2007 Academy Awards"), 2002 Emmy Award Winner Michael Moore ("Santa Clause 3"), Cynthia Romo (Vanna White, "Deal or No Deal" and "The 2007 Academy Awards"), Anthony Miner ("Heroes"), Carla Dean ("NCIS"), Tena Parker ("How I Met Your Mother"), Pauletta Lewis-Irwin ("Everybody Hates Chris"), Lucia Mace ("Pirates of the Caribbean 1, 2 and 3"), Brooks Stenstrom (Nancy O'Dell of "Access Hollywood"), Laurie Cacioli and Wayne Bilotti ("One Life To Live"), Mary Ann Valdes ("Miami Vice" and "Ugly Betty"), Margaret Dempsey ("The Tonight Show"), Emilo Uribe (Gloria Estefan and Beyonce), Suzana Neziri ("Sex and the City"), Jacklin Masteran ("Cold Case"), Kim Anderson ("General Hospital"), Kent Nelson ("Studio 60"), Linda Flowers ("Entourage"), Emmy Award Winner Michael Moore ("Cane"), and Maggie Hayes ("Las Vegas"), Adina Shore ("Psych"), Marsha Lewis ("Dirt")

Sexy Hair® products, including Big, Curly, Healthy, Strong, Short, Silky, Straight Sexy Hair, Color Me Sexy, Sexy Hair Organics and Sexy Bath and Body® are available in more than 25 countries. **Retail sale of Sexy Hair products is authorized only in professional beauty salons, including chain salons such as Regis, Ulta, Beauty, Brands, Fantastic Sams, JCPenney Salons, Great Clips, Fiesta Salons, Beauty First and Trade Secret.**

For more information on all Sexy Hair products and where to find them, please visit www.sexyhair.com or call (800) 848-3383.

- **Hi-res and additional images are available on request**