

**SEXY HAIR® ANNOUNCES FORMER “AMERICAN IDOL” AND
COUNTRY MUSIC STAR KELLIE PICKLER AND CHERYL BURKE
Of “DANCING WITH THE STARS” AS 2009 CELEBRITY
SPOKERSPERSONS**

**Pickler And Burke Join The Pussycat Dolls: Girlicious and
MySpace Boy Band Close To Home As New Faces Of Sexy Hair®**

(CHATSWORTH, CA) – Today, **Sexy Hair®** unveils former “**American Idol**” and **Country Music Star Kellie Pickler** and **Cheryl Burke** of “**Dancing with the Stars**” as the company’s new celebrity spokespersons for 2009. As part of a lucrative, multi-million dollar agreement, both Pickler and Burke will appear in the company’s consumer and trade publication ads and promotional materials as well as participate in Sexy Hair’s publicity campaign throughout 2009.

“Sexy Hair is an attitude! It’s about youth, energy, vitality and feeling sexy,” says Jim Morrison, CEO, Sexy Hair. “Kellie Pickler and Cheryl Burke are two of the sexiest women on the planet, they both represent what Sexy Hair is all about and they both look spectacular.”

Pickler and Burke will represent key Sexy Hair brands: **Pickler:** *Big Sexy Hair, Short Sexy Hair, Sexy Bath and Body* and *Sexy Corporate* and **Burke:** *Straight Sexy Hair, Healthy Sexy Hair* and *Sexy Corporate*. Currently, The Pussycat Dolls: Girlicious are the celebrity image for *Color Me Sexy, Curly Sexy Hair, Strong Sexy Hair* and *Silky Sexy Hair*, while MySpace boy band, Close to Home is the face of *Short Sexy Hair*.

"I've been using Sexy Hair products for a couple of years and I'm thrilled to be working with them," says Pickler. "I need all the Sexy Hair I can get!"

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Advertising roll-outs for Pickler and Burke begin April 2009 and run through December 2009 in Allure magazine, Cosmopolitan magazine, Launchpad, Modern Salon, American Salon and Canadian Hairdresser.

"I am excited about partnering with Sexy Hair," says Burke. "My hair gets such a workout when I dance and the Sexy Hair products keep up every step of the way. The people at Sexy Hair understand that being "sexy" is first and foremost a state of mind, and I agree. Of course, having great hair helps!"

Sexy Hair® introduces new celebrity faces for 2009 – Former "American Idol" and Country Music Star Kellie Pickler and Cheryl Burke of "Dancing with the Stars." Joining The Pussycat Dolls Present: Girlicious and MySpace boy band Close to Home, Pickler and Burke's lucrative, multi-million dollar contract will feature them in Sexy Hair ad campaigns, promotional materials and publicity.

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." and "Private Practice"), Lisa Marie Rosenberg ("Desperate Housewives"), Mary Guerrero ("Dancing with the Stars"), Emmy Award Winner Michael Moore ("Cane"), Cynthia Romo (Vanna White, "Deal or No Deal") Carla Dean ("N.C.I.S."), 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" and "Bedtime Stories" starring Adam Sandler), Kim Anderson ("General Hospital"), Kent Nelson ("Studio 60"), Linda Flowers ("Entourage," "The Fast and the Furious 3" and "Samantha Who?"), Emmy Award Winner Michael Moore ("Cane"), Joy

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Zapata ("Big Love") and Maggie Hayes ("Las Vegas").

Sexy Hair® products, including Big, Curly, Healthy, Strong, Short, Silky, Straight and Simply Sexy Hair, Sex Symbol® and Aero Tan® 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, JC Penney Salons, Fiesta Salons, Great Clips, Chatters, Beauty First and Trade Secret. For more information on all Sexy Hair products and where to find them, please visit the website at www.sexyhair.com or call (800) 848-3383.
