



For Immediate Release
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SIMONSON'S SALON & DAY SPA ONE OF NATION'S FASTEST GROWING SALONS BY SALON TODAY MAGAZINE

LINCOLNSHIRE, IL (January 12, 2000) -- Anoka and Maple Grove's Simonson's Salon & Day Spas, owned by Kyle Simonson, was named for a third year in a row as one of the 200 fastest growing salons by *Salon Today* magazine, a top business publication for the beauty industry.

The magazine's third annual *Salon Today 200* profiled the selected salons in its January 2000 issue. The 200 salons were selected from applications submitted by *Salon Today* readers, who represent the 25,000 top-producing salons in the country. The magazine honored the applicants who posted the highest increases in gross sales between 1997 and 1998, and who were on track to increase sales significantly in 1999.

"We created the *Salon Today* as a forum of inspiration for the industry, to celebrate the success of salons of all sizes," said Margi Melaniphy, editor of *Salon Today*. "This issue not only honors the hard work and dedication of the salon owners and their staffs, but by sharing the facts and figures behind their salon success stories, it helps other readers grow and improve their businesses."

For a salon to be named to the Salon Today 200, it had to meet the following criteria: 1) The salon is a provider of professional salon services including one, or more, of the following: hair care, nail care, skin care, body care or spa treatments; 2) It generated gross annual service and product sales revenues of at least \$100,000 per year since 1997; 3) The salon's revenues were greater in 1998 than 1997, and projected to be even higher in 1999; 4) The owner charted his or her business financial growth for the past three years and shared information about the service and product categories that fueled its growth; and 5) The applicant submitted financial documentation, such as a tax return or a certified letter from an accountant, to verify revenues.

Growth-oriented salons of every type and size participated and were showcased in the issue. To help the magazine's readers benchmark their own businesses against the honorees, the *Salon Today 200* coverage was broken down into four revenue categories: 64 were profiled in the \$100,000 to \$500,000 category; 69 were profiled in the \$500,000 to \$1 million category; 36 were profiled in the \$1 million to \$2 million category; and 31 in the \$2 million-plus category.

Salon Today and its sister publications, Modern Salon and Process, are published in Lincolnshire, IL, by Vance Publishing Corporation.