

NEWS RELEASE

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Simonson's Listed as One of Top 25 Women-Owned Businesses in Twin Cities

Simonson's Salon & Day Spa Makes Exclusive 2004 List Published by The Business Journal

MINNEAPOLIS, MN -- (July 22, 2005) -- Simonson's Salon & Day Spa has made the exclusive "Top 25 List of Women-Owned Businesses" published by *The Minneapolis-St. Paul Business Journal* for inclusion in the annual Book of Lists™ to be distributed with the Dec. 31, 2005 issue. Simonson's offers a wide variety of hair, face, body and nail services and products for men and women in four salon locations in Maple Grove, Plymouth, Anoka and Elk River, Minnesota.

"We're honored to have made the 2005 Book of Lists, which is a veritable "who's who" in the Twin Cities business community," said Kyle Simonson, owner and president of Simonson's Salon & Day Spa. "I love the salon and spa business because people often come in feeling weary, but they leave feeling revitalized. We not only change how people look – we change how they feel too," she explained. "Each year the business continues to grow and evolve."

In 2005, the salon was named for the eighth year in a row as one of the 200 fastest growing salons in the U.S. by *Salon Today* magazine. The first Simonson's opened in 1983 in Anoka.

"I think it is significant that I have been listed as one of the top 25 women business owners because many of the larger salons in the area are run by men, despite the fact that the majority of salon employees are women," observed Simonson. "I find that one of the biggest challenges of owning your own business is the psychological stress of unfulfilled expectations. To avoid this mental quicksand, however, I remind myself that entrepreneurs are perfectionist by nature. I strive to find ways to utilize the strengths of my team to achieve our common objectives."

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Simonson, who has owned the business for the past 22 years, is an internationally educated clinical aesthetician and industry presenter and has served as a consultant to many Miss Minnesota contestants. Simonson graduated from Horst International Education Center for Esthetics in Minneapolis in 1985 with honors.

Simonson's has always been at the forefront of change and was one of the first salons in the United States to recognize the movement toward combining salon and spa services in a collectively appealing environment. "There is a trend toward non-invasive, paramedical skin rejuvenation that combines the art and science of many modalities. This broad array of non-surgical aesthetic treatments, all available at Simonson's Salon, are easy, effective and affordable ways to gently turn back the hands of time.

"As a business owner, there's tremendous satisfaction in accomplishments both big and small. Yet, the most rewarding aspect is nurturing your team to grow to their fullest potential," she said.

Simonson's Salon & Day Spa, with locations in Maple Grove, Plymouth, Anoka and Elk River, offers professional hair, face, body and nail services for both men and women. For more information, visit www.simonsons.com.

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For more information or to arrange interviews with Kyle R. Simonson, CEO/president of Simonson's Salon & Day Spa, please contact Barbara Mednick at 651-486-7007 or at bmednick@yahoo.com.