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Twin Cities Salon CEO Named One of Top 20 Salon Owners in the World

Simonson Nominated for Prestigious "Beauty Entrepreneur of the Year Global Salon Business Awards"

MINNEAPOLIS, MN – (March, 2004) — Kyle R. Simonson, CEO and president of Simonson's Salon & Day Spa, has been nominated for entry in the "Beauty Entrepreneur of the Year Global Salon Business Awards" program in the United States. This prestigious international awards program honors the leading entrepreneurial salon owners from 20 countries around the world.

"I am tremendously honored to receive this nomination, which recognizes not only the entrepreneurial spirit of our salons, but also the creative marketing, financial productivity and team/client philosophy that has fueled our growth and success," said Simonson, who opened her first salon in 1983. Simonson's offers a wide variety of hair, face, body and nail services and products for men and women in Maple Grove, Plymouth, Anoka and Elk River, Minnesota.

The independent award judging panel is being managed by the highly-regarded Price Center for Entrepreneurial Studies at UCLA. In each country, the award will be presented to the winners in both single-unit (independent) and multi-unit (chain) categories with five additional Excellence Awards for extraordinary performance in an individual area of judging criteria. Judging criteria for the awards includes entrepreneurial spirit, financial productivity and team/client philosophy. Winners will be notified in April, with an awards ceremony to be held in London May 30-June 1.

“Our entrepreneurial culture and commitment to ‘doing it right’ is appreciated by staff and guests alike — creating a positive environment and a high level of satisfaction. Simonson’s philosophy of perpetuating the ‘good of the whole’ is what sets us apart from other salon and day spas.”

Simonson is an internationally educated clinical aesthetician and industry presenter and has served as a consultant to many Miss Minnesota contestants, including Miss America Gretchen Carlson. Simonson graduated from Horst International Education Center for Esthetics in Minneapolis in 1985 with honors.

“The investment for our first salon was fueled by determination, sweat equity and a burning desire to cultivate a successful and highly regarded company,” said Simonson. “We’ve always been at the forefront of change in our industry. For example, Simonson’s 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. Operations are currently in progress to launch numerous medically directed face and body treatments during the 2004 calendar year.”

Recently, Simonson’s Salon & Day Spa was named for the seventh year in a row as one of the 200 fastest growing salons in the U.S. by *Salon Today* magazine, a business publication for the professional beauty industry. The magazine honored applicants who posted the highest increases in gross sales from 2001 – 2002 and who were on track to increase sales significantly in 2003.

Simonson’s Salon & Day Spas, 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.

For more information or to arrange interviews with Kyle R. Simonson, CEO/president of Simonson’s Salon & Day Spa, please contact Barbara Mednick at 651-486-7416 or at bmednick@yahoo.com.