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NEWS RELEASE

For Immediate Release
January 23, 2004

Avanti Salon Receives National Recognition for Being One of the Top Salons in the Country

For the third time, Avanti Salon, located at 8027 Mayfield Road in Chesterland, was named one of the top 200 salons in the country in the January 2004 edition of *Salon Today*, a top business publication for the professional beauty industry. According to *Salon Today*, Avanti was selected based upon its impressive growth between 2001 and 2002. All 200 honorees displayed a 28 percent average growth in that year. The 200 salons were selected from applications submitted by *Salon Today* readers, who represent the 25,000 top-producing salons in the country.

Established in 1992 by owners Tony and Marisa Paterniti of Chesterland, Avanti employs some of Northeast Ohio's most talented stylists, colorists, manicurists, and skin care professionals who continue their education on a regular basis throughout world-renowned hair academies, including ones in London and Toronto, to bring the best service to their clients.

According to Tony Paterniti, "We are proud to be recognized by one of the top salon industry magazines as we continue to grow and provide the community with the best possible salon experience we can." Marisa added, "This honor truly reflects what Avanti is all about. We are a forward-thinking salon and we create a warm and comfortable salon experience for our customers. We would not have been able to achieve growth if it were not for our outstanding staff members and solid reputation of quality, top-notch services and products."

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Laurel Smoke, Editor of *Salon Today*, added, “The Salon Today 200 class of 2004 celebrates success and growth in a rocky economy. These salons – big and small – used creative marketing, tight budgeting and savvy business skills to stay on top and improve their businesses.”

Avanti expanded in August of 2001 and increased its customer base and its services, which has contributed to its growth. This strong growth has earned the salon a place on the 2003 Lake-Geauga Fast Track 50 list of companies, which recognizes the 50 fastest-growing and most successful companies in Lake and Geauga counties by evaluating their outstanding achievements from the past five years. Avanti has had photos of their work featured in dozens of hairstyling magazines across the country, including a photo highlighting the hair and makeup of one of its models, which was featured on the front cover of “The Complete Hairstyle Guide,” a magazine which shows off styles of some of Hollywood’s top celebrities.

Locally, Avanti remains committed to the community, focusing its efforts on giving back to charitable organizations, by helping to raise funds for as well as providing complimentary services for organizations like The Littlest Heroes and Beech Brook. Avanti’s philanthropic efforts also include weekly donations of gift baskets and gift certificates to other charitable fundraisers.

As an Aveda Concept Salon, Avanti offers a full line of Aveda products, as well as a complete regiment of hair, skin, and nail services. The salon’s hours are Monday through Thursday from 9 a.m. to 8 p.m., Friday from 9 a.m. to 5 p.m., and Saturday from 8:30 a.m. to 4:30 p.m. For more information, or to schedule an appointment, call (440) 729-9008 or visit www.avantisalon.com.

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