

**MARINELLO SCHOOLS OF BEAUTY
WRAPS UP RECORD GROWTH YEAR OF
NEW SCHOOLS & PROGRAMS.**

2009 Forecasts Continued Growth Pattern.

Marinello Schools of Beauty, the West Coast's largest cosmetology school chain reports 2008 as a *'record year of business growth'* while forecasting continued and consistent expansion for 2009 for their schools and student/advanced career programs. A progressive leader in Cosmetology, Esthetics (Skin Care) and Manicuring education, **Marinello opened the doors of seven additional schools in northern California in November and December '08, a total of 33 schools in the Marinello group** at the close of the year. These locations include San Francisco, San Mateo, Castro Valley, Hayward, Concord, Stockton and Sacramento.

The number of **new Marinello schools has tripled since 2004**, when the Marinello schools group was purchased by Beverly Hills-based B&H Education, Inc, headed up by Chairman and CEO Dr. Rashed Elyas, President and COO Dr. Nagui Elyas and CFO Michael Flecker. Exemplary education standards focused on both students and professionals pursuing career advancement. The transition built upon and expanded Marinello's rich 100-year heritage as the student's quality choice for basic and on-going cosmetology education on all levels.

On the esthetics front, June '08 marked the opening of the **Marinello's flagship Spa Academy in Los Angeles on trendy South Fairfax Avenue off Melrose**. The first of its kind, **The Spa Academy** is now the educational 'oasis' for state of the art programs including **Advanced Face and Body Treatments** and **Master Spa Therapist**. Each program is designed to provide in-depth training for a career in 'the luxurious spa industry', including opportunities to work in day spas, club spas, mineral spas, destination spas, and cruise ships.

Marinello's hard-hitting **'08 advertising campaign** will continue in '09 to **attract people of all ages to lucrative careers in the beauty industry**, while offering **continuing advanced education to pros** wanting to jump-start their careers-in-progress. The corporate communications effort has significantly expanded for '09 with a national and local public relations campaign effort already in place, driven by **Marinello's new PR agency, Esche & Alexander**, owned by communications strategists Sharon Esche and Alex Irving.

Marinello's Director of Marketing Archana Kaushal reports that the company also plans to continue its successful **global outreach to 'bridge the gap between cultures among cosmetology students'**. A prime example of this foreign exchange effort was the Marinello-hosted 5th annual *'International Hair and Art Student Competition'* in October and November with the Tokyo-based Takayama Schools Of Beauty. Additionally, Japanese students from the Ashikaga School visited Marinello's Bell campus in December and provided demonstrations of traditional hair, make-up and attire. Marinello offered the Ashikaga School students a *Certificate Of Friendship* for 'sharing their passion for education in the beauty industry as *sister schools* across the waters'.

For more information about Marinello Schools of Beauty and the Marinello Spa Academy, contact: Archana Kaushal, Director of Marketing at 562-945-2211 x 111; e-mail: archana.kaushal@marinello.com

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