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Local Business News / Palmdale

**PALMDALE SELECTED BY MARINELLO SCHOOLS OF BEAUTY
FOR NEWEST SOUTHERN CA. CAMPUS SITE:
BRINGS BEAUTY CAREER EDUCATION, JOB OPPORTUNITIES TO AREA**

Marinello Schools of Beauty, the **West Coast's largest and longest-established chain of beauty schools**, has selected Palmdale as its newest branch campus location in **Southern California**. Located at 641 W. Palmdale Blvd. the Marinello School opened January 5 to offer state-of-the art cosmetology and esthetics education for both students and career professionals seeking advancement.

Headquartered in Whittier, CA, Marinello Schools of Beauty is owned by **B&H Education, Inc**, the rapidly-expanding leader in beauty education. The company currently owns and operates 34 nationally accredited schools throughout California and Nevada to include the recent opening of **seven new northern California locations in November and December, 2008 plus the new Palmdale campus kicking off 2009**. B&H provides **California's \$6 billion dollar professional beauty industry** with a significant proportion of its new young beauty professionals.

Grand opening festivities will be announced shortly for the Palmdale campus to include an official ribbon-cutting ceremony by local officials, campus tours for the public and exciting promotions for area residents to enjoy special rates for salon/spa patron beauty services. According to Archana Kaushal, Marinello Director of Marketing, the city of Palmdale provides 'an *ideal locale for our company's newest southern California campuses*.

Said Ms. Kaushal: "*Palmdale is in the heart of a market filled with students seeking beauty career opportunities through a strong, complete and quality education in cosmetology and esthetics. In California alone, the lucrative professional beauty field is a 6 billion dollar recession-resistant industry with continuing strong demand for trained professionals. Marinello graduates have the passion and the power of a solid education to prepare them to go far in a very exciting and diverse career field.*

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

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