



the company

In September 2003, David Valencia and Kenneth Bradshaw opened the doors of dk hair at 3739a Sixth Avenue in San Diego, California. Combining more than thirty years of experience, the two owners have established an environment that assumes the needs of each client by providing a synergistic environment that promotes creativity and individual expression.

Bringing their own experiences forward, the owners of dk hair have instilled a strong education and training program for all team members. Each licensed stylist enters an assistantship program in which they specialize in either cutting or coloring and participate in on-going educational opportunities including Bumble and bumble (B&b) and L'Oreal seminars to increase their knowledge of the salon's own styling and color products. The staff also attends a variety of industry events to tap into the latest in hair fashion.

In the first year of business, dk hair was voted Best Salon by the *Gay & Lesbian Times*. The salon has since been recognized by *944 Magazine*, *San Diego Metropolitan Magazine*, *Hillcrest News*, *Vision Magazine*, *San Diego CityBeat*, and news stations KUSI and KNSD.

By 2005, dk hair was named a B&b Elite Hair Salon, signifying its ability to carry the full B&b treatment line – a rite given to less than 1% of all salons in the nation. In 2007, dk hair was selected by *Salon Today* as one of the 200th fastest growing salons in the nation, a rank held by no other in San Diego.

In October 2007, dk hair moved to 3785 Sixth Avenue, a new facility double its size and located just doors down from its first salon. The new site incorporates an unprecedented twenty-two workstations for stylists and colorists as well as two private rooms for massage and facial services utilizing products from TRUE. A full menu of services include make-up, haircuts, style & finish; blow dry/thermal & specialized styling; conditioning treatments; texture; traditional, customized, touchup &/or corrective color; partial & full highlights, etc.

dk hair is open Tuesday through Saturday and can be reached at 619-546-4550. For additional information, please visit www.dkhair.net.

for immediate release
24 April 2008



contact: Cyndi Wegerbauer
(858) 442-9247; cyndi@cwcmpr.com
www.dkhair.com

press release

Auction draws community support for San Diego infants with genetic diseases *Recent legislation will increase genetic testing on newborns and save lives*

San Diego, Calif., 24 April 2008 -- On behalf of local partners, businesses and clients, dk hair presented the Lund family of Bonita, Calif. with over \$1300 collected from the salon's *BackStage Pass and Silent Auction* on 26 March. The proceeds will directly support 9-month old Gavin who suffers from a genetic disease that is slowly paralyzing his central nervous system. The auction was held to raise awareness for unscreened genetic diseases such as Aicardi-Goutieres Syndrome and Krabbe Disease which have affected two San Diego families. In addition to the Lunds, a client of the salon recently lost their 8-month old infant to Krabbe Disease. The silent auction was held during the salon's *BackStage Pass* event which launched the salon's collection of spring and summer hair styles.

About genetic diseases

Grouped as Infantile Leukodystrophy, diseases such Aicardi-Goutieres Syndrome (AGS) and Krabbe are genetic and progressively disrupt the central nervous system by slowing down the speed at which electrical impulses can be sent throughout the body. The result is deterioration of physical and cognitive functioning and finally death (www.ulf.com). Prenatal and newborn screening can aid in treatment and quality of life. On 8 April 2008, the U.S. House of Representatives approved the Newborn Screening Saves Lives Act Bill (S.1858/H.R. 3825, www.huntershope.org/S.1858.asp) which mandates that each state expand newborn screening. New York is the only state to screen for Krabbe Disease.

About the company

Located in Hillcrest, dk hair is an active supporter of local organizations such as Mama's Kitchen, The Center, Elderhelp and others. On 26 March, co-owners David Valencia and Kenneth Bradshaw sponsored a *BackStage Pass and Silent Auction* to raise awareness for unscreened genetic diseases which have affected two San Diego infants. Contributions to the auction were generously received from local partners including Bumble and bumble, TRUE Cosmetics, MacCase, La Martina, Lexine Schroeder, 10 News (KGTV-TV) San Diego, Carola Eastwood, Sarah Angler, True Religion Jeans, Lovi Love Designs, Fred's Mexican Café, Island's Burgers and Goldie Rocks.

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Information and photos of the beneficiary, the event and the new summer collection of cuts and styles can be found at www.dkhair.com or by contacting Cyndi Wegerbauer at 858-442-9247.



for immediate release
7 February 2008

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www.dkhair.net

press release

dk hair voted “Best Salon” in San Diego
Special reader’s poll puts salon at top of the list for quality services



San Diego, Calif., 7 Feb 2008 – dk hair announced today that it has been selected for the second time as the “Best Salon” in San Diego by a special reader’s poll sponsored by the *Gay and Lesbian Times*. dk hair was also voted the “Best Salon” during the inaugural reader’s poll in 2003. The *Gay & Lesbian Times* is a San Diego–based publication that is audited and has a readership of 40,000.

“In our first year of business, we were voted as Best Salon by the *Gay & Lesbian Times*. Though we were a small, growing salon with a staff of six, we realized that the salon was not only recognized for quality service, but for our intimate focus on the individual needs of each client,” stated co-owner David Valencia.

“Today, we are honored to be recognized again as the Best Salon in San Diego. While we’ve expanded our services to include skin and body treatments as well as hair, our commitment to customers hasn’t changed in five years. We continue to provide both staff and clients with an environment that fosters creativity and propels individual expression. That’s been our focus from the very beginning,” stated Kenneth Bradshaw.

about the company

dk hair is located in Hillcrest, a unique and contemporary suburb of the City of San Diego where music, art, clothing, food and lifestyle trends evolve and move the city. In 2005, dk hair was named a B&b Elite Hair Salon, signifying its ability to carry the full B&b treatment line – a rite given to less than 1% of all salons in the nation. And, in 2007, dk hair was selected by *Salon Today* as one of the 200th fastest growing salons in the nation. dk hair provides clients with the latest color, styles and skin & body treatments within an edgy, artistic environment where individual expression is encouraged. The salon is open Tuesday through Sunday and can be reached at 619–546–4550.

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for immediate release
22 January 2007

contact: Cyndi Wegerbauer
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www.dkhair.com

press release

Salon launches new website and spring collection of cuts, colors and styles
dkhair.com offers rich photos of the latest hairstyles to inspire clients to 'spring into spring'

San Diego, Calif., 22 January 2007 – dk hair (dk), named as one of *Salon Today's* fastest growing salons in the nation, paired the launch of its newly designed website today with the announcement of its own 2008 Spring Collection of cuts, colors and styles for men and women. Based on the bold architectural lines of the salon, the website prioritizes the use of rich, high quality photos to introduce clients to dk's spring collection, service menus and prices, promotional campaigns, team members, news and press materials and products from Bumble & bumble, L'Oreal and TRUE cosmetics and skin care. Photos of dk's entire spring collection are located at <http://www.dkhair.net/salon-style-gallery.html>.

In October, salon owners David Valencia and Kenneth Bradshaw relocated the salon to a larger facility to provide clients with an expanded menu of services to support the well-being of the whole client. The website supports this evolution by providing information on each specialty area – cut & style, color and spa – through individual introductions and casual yet personality-driven photos of the dk team. Clients can also connect with dk by taking a virtual tour of the salon where the spirit and creative energy of the dk family manifests -- from freestanding mirrors reminiscent of artist's easels and custom-designed shampoo chairs and bowls to an intimate L'Oreal-certified color bar and juxtapose industrial elements of the salon's interior design. The dk experience can be felt, seen and appreciated throughout www.dkhair.com just as if visitors were in the salon itself.

about the company

dk hair is located in Hillcrest, a unique and contemporary suburb of the City of San Diego where music, art, clothing, food and lifestyle trends evolve and move the city. The salon embodies this state of being, providing clients with the latest color, styles and skin & body treatments within an edgy, artistic environment that exudes creativity and an openness to change. The salon is open Tuesday through Sunday and can be reached at 619-546-4550.



for immediate release
07 December 2007

contact: Cyndi Wegerbauer
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www.dkhair.net

press release

Holiday scheduling stresses reduced with “Open all Weekend” campaign
Salon doubles its weekend schedule and offers free value-added services in December

San Diego, Calif., 07 December 2007 – dk hair announced today that it has added Sunday to its original five-day operating schedule in recognition of the scheduling stresses faced by clients during the holiday season. Now open all weekend, the salon offers hair, skin and body services on Saturday from 9–5 pm and Sunday from 12–6 pm.

“Now that we’re in December, we’re finding that clients are having a hard time fitting in a hair appointment during their ultra busy work week. And though Saturday appointments are an option, available appointment times are in short supply,” expressed co-owner David Valencia. “Now, by adding Sunday to our work week, clients can reduce their scheduling stresses by considering Sunday as a possible appointment choice.”

dk hair has also launched several free value-added services for this clients this month:

- For the entire month of December, clients can benefit from a \$125 worth of services with the purchase of a \$100 gift certificate. The certificate must be purchased in December and is good for any hair, skin and/or body services.
- On Sat, 15 December, dk hair will be offering a Bumble & bumble (B&b) treatment day. As a B&b Elite Salon, dk hair is authorized to carry the full B&b treatment line – a rite given to less than 1% of all salons in the nation. Clients will gain valuable information and demonstrations on the benefits of the entire product line.
- On Sat, 22 December, dk hair will sponsor astrology and palm/tarot card readings, a unique experience for clients to see what’s in their stars for the New Year.
- A new, redesigned website will be launched later this month which will highlight the salon’s new facility, its services and expanded team of colorists, stylist, massage therapist and other key members.

Additional information is available at www.dkhair.net or by calling 619-546-4550.

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for immediate release
17 October 2007

contact: Cyndi Wegerbauer
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www.dkhair.net

press release

Dk hair expands business through relocation in Hillcrest
Menu of services provides busy San Diegians with the gift of time

San Diego, Calif., 17 October 2007 – dk hair, named by *Salon Today* as one of the fastest growing salons in the nation, announced today its relocation to 3785 6th Ave, Ste 100 in Hillcrest. Just doors away from its previous location, the new salon is 200% larger, enabling owners David Valenica and Kenneth Bradshaw to offer an expanded line of beauty and well-bring treatments designed around today’s busy San Diego professionals.

“We’ve created a personal resource center for clients who have extremely busy lives. Our color, cut and makeup services are now complimented with new client-valued skin and body services. Our services are interconnected to address the needs of the whole client. A facial, massage, color treatment or other services can be scheduled together, a time-saving luxury that is enveloped within a chic recluse from the pressures of busy lives,” stated owners Valencia and Bradshaw.

Dk hair’s new two-floor WiFi-access salon has been completely renovated to manage an unprecedented twenty-two workstations for haircutters and colorists. In addition, two private rooms have been built on the upper floor which offer clients dedicated massage and facial services. The salon also utilizes top-of-the-line products from L’Oreal® and Bumble & bumble® as well as a complete makeup and skincare line from TRUE®.

about the company

Located in Hillcrest, dk hair specializes in providing clients with the latest color and hair styles within an edgy, artistic environment that exudes an unmistakable level of creativity. Co-owners David Valencia and Kenneth Bradshaw have honed their craft, receiving numerous accolades throughout their careers. Now, with a host of awards and an unparalleled education and training program for its staff, dk hair is at the forefront of hairstyling. Dk hair is open Tuesday through Saturday and can be reached at 619-546-4550. For additional information, please visit www.dkhair.net.



for immediate release
1 october 2007

contact: Cyndi Wegerbauer
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media advisory

Ribbon-cutting ceremony to mark opening of new urban-edgy salon
dk hair to officially introduce an expanded line of services and products

WHAT: dk hair, an established Hillcrest-based hair salon, invites the media and the public to a champagne celebration to mark the opening of its new location where the salon's services go beyond expectations. Focusing on the whole self, the new salon offers an array of treatments for the busy professional. An unprecedented twenty-two workstations for stylists and colorists as well as two private rooms for massage and facial services are woven together within a hip, urban environment.

WHEN: Tuesday, 2 Oct
11:00 am

WHERE: 3785 Sixth Avenue
San Diego, CA 92103
619.546.4550
www.dkhair.net

*** For all inquiries, please contact Cyndi Wegerbauer at 858-442-9247.*

WHO: Co-owners David Valencia and Kenneth Bradshaw will be on-site and available for Interviews.

INFO: See attached for additional info on dk hair.



for immediate release
9 august 2007

contact: Cyndi Wegerbauer
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press release

Well-known Hillcrest salon offers \$20 haircuts at CityFest to support local charity
dk hair to donate proceeds to The Centre

San Diego, Calif., 9 August 2007 -- On 12 August, dk hair will be offering \$20 haircuts, styling tips and makeovers at booth #344 during Hillcrest's 24th annual CityFest being held along 5th Avenue. All proceeds will go directly to The Centre, the nation's second oldest and third largest community center supporting the lesbian, gay, bisexual and transgender community.

"The Centre is an organization that embraces cultural diversity and individual expression, a belief that we hold dear at the salon. We invite the community to stop by the booth so that together, we can strengthen the thread that binds Hillcrest together. Proceeds from each haircut will be donated to The Centre on behalf of the community," stated co-owners David Valencia and Kenneth Bradshaw.

In addition to haircuts, dk hair's top stylists will share their insight into the latest trends in hair fashion as well as provide tips and styling services, utilizing the salon's line of Bumble & bumble hair products. Makeup artists will also be on-hand to do makeovers using a collection of products from TRUE.

about the company

Located in trendy Hillcrest, dk hair specializes in providing clients with the latest color and hair styles within an edgy, artistic environment that exudes an unmistakable level of creativity. Co-owners David Valencia and Kenneth Bradshaw have honed their craft, receiving numerous accolades throughout their combined 30 years. Now, with a host of awards and recognitions including a recent selection as one of the fastest growing salons in the nation (*Salon Today*), dk hair is at the forefront of hairstyling. The salon is open Tuesday through Saturday and can be reached at 619-546-4550 or at www.dkhair.net.

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for immediate release
17 march 2007

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www.dkhair.net

press release

San Diego-based salon recognized as one of the fastest growing in the nation
Salon Today magazine puts dk hair in the top 200

San Diego, Calif., 17 March 2007 -- DK Hair has been selected by *Salon Today* magazine as one of the 200 fastest growing salons in North America. As the only salon named in San Diego, dk hair has been recognized for its annual growth, client retention and customer service practices. The 200 salons selected were from applications submitted by *Salon Today* readers who represent 20,000 top-producing salons in the United States.

"The tenth annual issue of the *Salon Today* 200 continues the tradition of featuring salons with excellent customer service, client retention and growth strategies," said Laurel Smoke, editor-in-chief of *Salon Today*. "Salon Today 200 owners keep their businesses competitive in a tough market while continuing to provide top education for their employees and the best services to their clients."

dk hair will expand its service capacity this fall by relocating to a larger, local facility. Offering 200% more space, the new location will remain urban and edgy while offering clients expanded services and a new collection of haircuts, color, and makeup choices. The collection will showcase strong architectural lines and juxtaposed colors ranging from nature's soft pastels to bold yet clinical metallics.

about the company

Located in trendy Hillcrest, dk hair specializes in providing clients with the latest color and hair styles within an edgy, artistic environment that exudes an unmistakable level of creativity. Co-owners David Valencia and Kenneth Bradshaw have honed their craft, receiving numerous accolades throughout their combined 30 years. Now, with a host of awards and an unparalleled education and training program for its staff, dk hair is at the forefront of hairstyling. Dk hair is open Tuesday through Saturday and can be reached at 619-546-4550. For additional information, please visit www.dkhair.net.

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