

FOR IMMEDIATE RELEASE

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The Boardroom Salon for Men Opens in Winston-Salem, North Carolina

Winston-Salem, NC (Jan 7, 2006) – Good news in a down economy, cool businesses are opening in Winston-Salem! This December, The Boardroom Salon for Men opened its first East Coast location right here in Winston-Salem, located in the Sherwood Plaza Shopping Center at the corner of Robinhood and Peacehaven Roads.

Serving gentlemen in the Dallas, Texas area since 2004, The Boardroom has earned the reputation as the ultimate men's salon, appealing to traditional and trendy men alike. Think of The Boardroom as the perfect blend of a 1920s country club and a first-class spa/salon. The Boardroom offers a complete line of services such as haircuts, hot lather shaves, facials, massages, hand and foot grooming, coloring and body waxing. However, The Boardroom's real charm is its old-fashioned elegance, pampering and its dedication to great client service.

Clients visiting The Boardroom will be impressed by the detailed dark wood paneling of the salon, the comfortable and relaxing lounge, the opportunity to play pool and chess before or after your service while enjoying a complimentary beverage (can you say beer) with every service. This is an establishment that every guy must visit at least once.

Owners Ben and Ginger Hackley are very excited to make this new, refreshing concept available to the men of Winston-Salem. "Sherwood Plaza is a well established anchor in the community and we encourage everyone to come out and enjoy the center, relax over a drink and a great meal at one of the fine restaurants in the area and stop into The Boardroom and let us make you look and feel great."

As we prepare for the new year and upcoming Valentines Day, The Boardroom is a great gift alternative offering men relaxation, escape from the daily hustle and bustle and a quality grooming experience. Visit The Boardroom's website www.theboardroomsalon.com for a menu of their services and to purchase your Gift Certificates (free shipping). Better yet, stop into The Boardroom and visit with their friendly team, relax in an environment that takes you back to simpler times and enjoy the ultimate relaxed grooming experience for men.