

FOR IMMEDIATE RELEASE

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THE BOARDROOM SALON FOR MEN IS NOW OPEN
IN PLANO, TX IN THE LAKESIDE MARKET SHOPPING CENTER
Join us for our Open House Event, Thursday, January 13th

Plano, TX (Dec 27, 2010) – The Boardroom Salon for Men proudly announces the opening of its newest location at 4001 Preston Road, Suite 506 in the Lakeside Market Shopping Center in Plano, TX (located on Preston Road south of Spring Creek Pkwy, next door to Mi Cocina Restaurant).

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. The Boardroom is the perfect blend of a 1920s country club and a first-class spa/salon, offering 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, dedication to outstanding client service and focus on delivering the highest quality grooming services in town.

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 and the friendly, professional team. This is an establishment that every guy must visit at least once.

“We are extremely pleased to be opening our first salon in Plano and fifth salon in the metroplex. Plano has long been a top target market for us, and we look forward to becoming a valuable business addition to the community and a place for men to stop in, relax and look great!” says Franchisor and co-owner Bruce Schultz

“Our great client service, community feel and old world ambiance make The Boardroom a great place for men that appreciate the finer things in life. I personally invite everyone to stop in for a tour, meet our friendly team and experience our outstanding client service” says Franchisee and co-owner Jason Hulin. “If you are looking for a gift that will be used and remembered, a Boardroom gift card is the perfect gift for the deserving men on your list.”

To celebrate the grand opening, The Boardroom Salon for Men, is hosting an Open House Event, in conjunction with a Plano Chamber of Commerce ribbon cutting, on Thursday January 13th, from 4:30pm to 8:00pm at its salon in Plano, TX.

We invite all current and prospective clients and interested parties to stop by for a visit and enjoy complimentary hors d'oeuvres, beverages, salon services and the opportunity to win fabulous prizes.

More about the Boardroom Salon for Men

The Boardroom Salon for Men was created to provide a cool, comfortable, masculine place for men to get a great haircut, shave, facial or other spa service - the ultimate **relaxed grooming experience for men**.

The Boardroom's mission is to help men look and feel their best by combining exceptional hair, shave and spa services with outstanding client service. All services are delivered by a friendly, highly skilled team of professionals in a comfortable, masculine, relaxing environment.

The Boardroom Salon for Men was founded by Bruce and Heather Schultz in 2004, and in addition to the new Plano salon has locations in Allen, Dallas, Highland Village and Southlake, TX and in Winston-Salem, NC. For a menu of services, locations or information on franchising, please visit www.theboardroomsalon.com.