

FOR IMMEDIATE RELEASE

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PURPOSE: Issued to Daily Newspapers, Weekly Newspapers, Business Journals and Local area websites

THE BOARDROOM SALON FOR MEN IS NOW OPEN
IN ALLEN, TX AT THE WATTERS CREEK SHOPPING CENTER

Join us for our Open House Event, Thursday, September 25

Allen, TX (Sept 9, 2008) – The Boardroom Salon for Men proudly announce the opening of its newest location at 976 Village Green Drive in the Watters Creek Shopping Center in Allen, TX (Southwest corner of I-75 and Bethany Road, behind Market Street)

To celebrate the grand opening, The Boardroom Salon for Men, is hosting an Open House Event, in conjunction with an Allen Chamber of Commerce mixer, on Thursday Sept 25th, from 4:30pm to 8:30pm at its salon in Allen, TX.

We invite all current and prospective clients and interested parties to stop by for a visit and enjoy complimentary hor' oeuvres, beverages, salon services and the opportunity to win fabulous prizes such as custom tailored shirts, golf passes, The Boardroom's services, products and more.

The event will begin at 4:30pm with the Allen Chamber ribbon cutting and continue with an Open House/Chamber Mixer until 8:30pm.

The Boardroom Salon for Men is the ultimate *relaxed grooming experience for men* and delivers exceptional hair services, traditional hot lather shaves, facials, massages, coloring, hand and foot grooming and face and body waxing – all in a comfortable old world environment. “We are proud to bring The Boardroom Salon for Men to Allen, and look forward to being a valuable part of the community” says 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”

More About the Boardroom Salon for Men

Since opening their first salon in Southlake, Texas in 2004, The Boardroom Salon for Men has been synonymous with the concept of the ultimate, *relaxed grooming experience for men*. The Boardroom is a full service salon for men that delivers an exceptional grooming experience in a comfortable, masculine environment. Every visit is an experience not just a haircut. Purveyor of the best grooming products in the industry and staffed with a client focused team, The Boardroom ensures a great experience on every visit. The Boardroom currently has salons in Southlake Town Square, (817) 251-9600, in Inwood Village (Dallas), (214) 358-7565, in Highland Village (972) 966-6400 and is accepting franchise applications. For a menu of services, locations, information on franchising or general information, please visit www.theboardroomsalon.com.