

FOR IMMEDIATE RELEASE

Contact: Paige Fadden
KPSS, Inc.
Phone: 443-577-5158
paige.fadden@kpss-hair.us

ARROJO to Endorse Goldwell

(Baltimore, MD) Nick Arrojo, industry leader, celebrity stylist and owner of ARROJO Studio and ARROJO Education, and Cory Coutts, President and CEO of KPSS, Inc. announced today ARROJO's endorsement and exclusive use of Goldwell color products. ARROJO has chosen to use Goldwell color exclusively in its Manhattan studio, academy and cosmetology school as well as at all industry trade shows and events at which ARROJO participates.

In addition, ARROJO Ambassador Salons will receive special benefits when exclusively choosing Goldwell color for their own salons. More details about the relationship are to be announced later in the year.

According to Arrojo, "Goldwell color products are clearly cutting-edge but the real attraction to the company is the direction and mindset. Goldwell's vision for the future fits exactly where I want to be—closer to hairdressers." Adds Coutts, "Nick and I have a long relationship of trust and mutual respect. There is no one better to partner with than someone that is like-minded and respected worldwide."

Also to benefit from the announcement is Empire Education Group. According to Coutts, "Both Goldwell and ARROJO have an excellent relationship with the dynamic Empire Education Group. Now that ARROJO and Empire Education Group are both exclusive Goldwell users and advocates, more opportunities can be found that benefit thousands of future professionals."

Coutts also announced that Nick Arrojo has been invited to create a special stage presentation for Goldwell's 2011 Color Zoom Global Event. The Color Zoom Global Event is an annual hair fashion show for Goldwell enthusiasts staged in a different world fashion capital each year. This year, Goldwell expects thousands of color passionate stylists from across the globe to join them October 16th and 17th in South Beach, Miami, for the Color Zoom Competition and the release of Goldwell's 2012 Color Zoom trend collection.

About ARROJO:

Nick Arrojo began his distinguished career with Vidal Sassoon in Manchester, England. In 1994, he moved to New York City as director of education for Bumble + bumble Salon. Three years later, he established Arrojo Cutler Salon. In 2001 Nick opened ARROJO studio in New York City, a custom-built salon featuring ARROJO education, ARROJO product, and the ARROJO color studio. Today, Nick appears frequently on television and in Web and print media. For more information, please visit: www.arrojoeducation.com.

About KPSS:

KPSS, Inc. is the manufacturer and marketer of Goldwell and KMS California brands. KPSS is committed to servicing salons and professional hairdressers around the world—in more than 50 countries—with cutting-edge products, education, marketing and customer support. KPSS, Inc. is a direct subsidiary of KPSS GmbH based in Darmstadt, Germany, which is a subsidiary of Tokyo-based Kao Corporation. For more information, visit goldwell-northamerica.com or kmscalifornia.com.

About Empire Education Group:

With 102 campuses in 20 states, Empire Education Group has provided quality in cosmetology education, offering students many of the finest training tools and facilities, for more than 75 years. Empire is one of the largest providers of beauty and cosmetology education in North America and graduates more than 20,000 students annually. All locations use exclusive Certified Learning in Cosmetology (CLiC) education curriculum. Schools accredited under Empire Education Group include Empire Beauty Schools, Concorde Academy, European Academy, The Hair Design School and Natural Motion Institute. For more information and a complete listing of all schools, visit: www.empire.edu.

#