



BARBERSHOP LOUNGE

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Barbershop Lounge Debuts on Newbury Street This March

Boston's first upscale men's grooming lounge offers exclusive digs for men's grooming in a comfortable and classy environment complete with pool table and multiple plasma TV's; offers wide menu of services from haircut and straight edge shave to massage and manicure

BOSTON (February 12, 2008) – Barbershop Lounge announced today that it is scheduled to open its doors at 245 Newbury Street this March. Reminiscent of a private gentleman's club, Barbershop Lounge is Boston's first and only upscale men's grooming lounge that will cater exclusively to the needs and wants of men.

Barbershop Lounge brings a new era of men's grooming to Boston. After years of dreading visits to traditionally female-oriented salons and never feeling comfortable indulging in basic grooming services there, three Boston business men conceptualized an exclusive grooming lounge – an urban retreat where men can enjoy ultimate grooming services in a masculine and comfortable environment.

“Every man who walks through the door will be a VIP,” said Judy Fogarty, general manager of Barbershop Lounge. “After spending years in the salon industry, I know that highly-trained personnel providing outstanding service are essential for success. By adding our one-of-a-kind lounge environment, we know Barbershop Lounge will have men looking and feeling at the top of their game.”

Upon entering Barbershop Lounge, men are greeted at the concierge desk by professional staff. Clients are offered a complimentary beverage and are escorted to sleek black leather club chairs instead of a typical barber chair. Six 42-inch plasma screens grace the walls and a pool table and beverage area awaits guests in the lounge area. A shoe shine service and valet parking are also offered.

Barbershop Lounge offers a variety of services that cater to all – from the average man looking for a regular trim to the metrosexual man looking for all the bells and whistles. A sampling of services include:

- ∞ Haircut
- ∞ Facial Hair Grooming
- ∞ Color
- ∞ Maintenance
- ∞ Straight Edge Shave
- ∞ Ultimate Hand/Foot Treatments
- ∞ Scalp Massage
- ∞ Barbershop Lounge Signature Facial
- ∞ Hair Removal
- ∞ Massage Therapy
- ∞ Shoe Shine

Barbershop Lounge carries an exclusive line of grooming products that are available for purchase at the lounge.

In addition to the standard menu of services, Barbershop Lounge offers memberships, corporate programs and private function space. Exclusive memberships are designed to keep clients looking their absolute best throughout the year, at a reduced cost, and with the simplicity that membership offers. The private grooming lounge on Newbury Street is available for private events, such as bachelor parties, birthday gatherings, corporate meetings or special events.

About Barbershop Lounge

Barbershop Lounge is reminiscent of a private gentleman's club, catering exclusively to fine men's grooming. A comfortable and masculine urban retreat located on Boston's fashionable Newbury Street, it offers the ultimate grooming experience. Guests can enjoy a complimentary beverage, shoot a game of pool or check the scores on any one of the flat screen TVs - everyone is a VIP. The highly-trained and professional staff is committed to providing guests with the ultimate in custom Barbershop Lounge-branded products and services to have men look and feel at the top of their game.

Barbershop Lounge is located 245 Newbury Street in Boston. For more information, please visit www.barbershoplounge.com.

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