



PRESS RELEASE

18 JANUARY 2012

**DESSANGE International accelerates its expansion in the United States
with the acquisition of Fantastic Sams,
a leading hair salon franchise network with 1,215 salons**

DESSANGE International announces that it has acquired all of the outstanding shares of Fantastic Sams Holding Corporation.

Present in 45 countries under the DESSANGE Paris and Camille Albane brands, the acquisition of Fantastic Sams doubles DESSANGE International's franchise network. As a result of the acquisition, DESSANGE International now has over 2,000 salons, of which 1,500 are located outside of France.

Fantastic Sams is a leading hair salon franchisor in the United States, offering a wide range of hair care services to the entire family at affordable prices, as well as the sale of hair care products. Fantastic Sams opened its first salon in Memphis, Tennessee in 1974 and began franchising salons in 1976. At the end of 2011, the network included 1,215 salons all throughout North America, the world's largest hair care market, and has strongly increased sales and profitability over the past five years.

The acquisition of Fantastic Sams is in line with DESSANGE International's expansion strategy in the United States, following the acquisition of the DESSANGE Paris North American master franchise in April 2011. DESSANGE International will rely on Fantastic Sams' strong management team and organization to accelerate the growth of its existing franchises and product brands in North America, with the first goal of introducing and developing the Camille Albane brand in North America.

Benjamin Dessange, Chairman and CEO of DESSANGE International declared: *"We are delighted to welcome the Fantastic Sams team to the DESSANGE group. This acquisition highlights our strong ambitions for North America, and we are excited about the significant growth opportunities that this creates for our brands. As the pioneer of international development, we confirm our world-wide leadership position of the hair salon franchise market."*

Scott Colabuono, President and CEO of Fantastic Sams International declared: *"Joining DESSANGE International, with whom we have been discussing joint development opportunities over the past several years, will greatly help us accelerate our growth in North America. Our goal is to have over 2,000 Fantastic Sams and 300 Camille Albane salons."*



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