

Sport Clips to Debut 3 Stores in the Inland Empire Creates Quite a Buzz

Wellington Franchising Systems, the area developer for Sport Clips in Orange County, Inland Empire and Southern Nevada, is launching its entrance into the Inland Empire with the opening of three stores in the region during the next four months. Wellington expects to open two stores in Ontario in late April and May and one in Mira Loma in late summer. Wellington currently has two stores opened in Orange County and expects to have at least eight more opened in Orange County by year end.

April 2, 2007 (FPRC) -- ORANGE, CALIF. – Wellington Franchising Systems, the area developer for Sport Clips in Orange County, Inland Empire and Southern Nevada, is launching its entrance into the Inland Empire with the opening of three stores in the Inland Empire during the next four months. Sport Clips is a national sports-themed, hair care franchise for men and boys, where you can get a haircut, receive the MVP treatment, and watch sports on TV. Wellington currently has two stores opened in Orange County and expects to have at least eight more opened by year end 2007.

In Ontario, Wellington is slated to open one store near the Ontario Mills at 4320 E. Mills Circle Drive on April 20 and the other in May 2007 at the newly completed The Marketplace on Grove shopping center located at the southwest corner of Philadelphia and Grove. At the southeast corner of I-15 and Limonite Avenue in Mira Loma, Sport Clips plans to open at the new Vernola Marketplace in late summer. The Mills Circle location will also serve as the corporate training facility for the Inland Empire region.

Orange-based Wellington Franchising Systems is responsible for recruiting and training new franchisees as well as locating sites throughout the Southern California counties of Orange, Riverside and San Bernardino plus southern Nevada. The area development agreement calls for a minimum of 125 new stores to be opened in both areas. The company looks for 1,000 to 1,500 square foot locations in upscale areas.

Created with the sports fan in mind, Sport Clips' Clients can tune into their favorite game on the waiting room-big screen TV and continue watching the game at their stylist's station. Focused on providing the highest level of service, Sport Clips offers men and boys the MVP Treatment. With the MVP Treatment Clients can walk into Sport Clips, get a precision haircut, massaging shampoo, steamed towel, and a relaxing shoulder and neck massage, all at a reasonable price.

Fully equipped for the sports enthusiast, clients are surrounded by sports-themed décor including jerseys, pennants, lockers and sports memorabilia available for purchase. Specially trained stylists stay current with the latest in men's and boys' fashions and are skilled in dealing with the unique challenges guys face with their hair. The stores use and recommend men's hair care products from Paul Mitchell and American Crew and offer a full line of men's grooming products. Sport Clips features an odor-free environment — no perms, colors or acrylic nail smells.

According to Gregory A. Fisher, managing member of Wellington Franchising Systems and a 20-year retail industry veteran, "It's as if ESPN meets a barbershop. Guys can walk in without an appointment, watch sports, talk sports or just hang out in a comfortable environment."

“We’ve recruited a fantastic team of attractive, enthusiastic stylists that love Sport Clips and are providing the very best guy-oriented service,” says Fisher. “We want our clients to keep coming back and to bring their kids and friends!”

Sport Clips offers boys’ haircuts for \$14 and men’s haircuts for \$17. The company has also designed the MVP Treatment, which, at just \$23, features:

- A precision haircut by a professional Sport Clips stylist
- A relaxing scalp-massaging shampoo
- A hot towel facial and pressure points massage for the ultimate in relaxation
- An All-Star neck and shoulder massage treatment

“In all my years in the retail industry, I have never witnessed such excitement over a retail concept,” said Fisher. “With the hair salon industry focusing primarily on women and barbershops closing all across the country at record rates, no one has focused on the hair-care needs of men – which are 50 percent of our population! At Sport Clips men, young and old alike, can get a high quality haircut in a comfortable and entertaining environment while watching sports. As we always say, ‘Sport Clips is where guys win!’”

About Sport Clips

Founded in 1995 by franchise veteran Gordon Logan and headquartered in Georgetown, TX, the privately held Sport Clips, Inc., is a sports-themed hair care franchise for men and boys with more than 400 stores in 32 states. Sport Clips is the Official Haircutter of the Veterans of Foreign Wars and offers preferential pricing to all veterans. Sport Clips is also a sponsor of Paul Tracy’s #34 Chevrolet in the NASCAR Busch Series. For additional franchise information or to find a location near you, visit www.SportClips.com. At Sport Clips, GUYS WIN!

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