

## **Sport Clips Creates Quite a Buzz with Six Orange County Stores**

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August 1, 2007 (FPRC) -- ORANGE, CALIF. – Wellington Franchise Systems, the area developer for Sport Clips in Orange County, Inland Empire and Southern Nevada, will soon have six stores open in Orange County. 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.

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In Tustin, Sport Clips is planning to open a store on September 7, 2007 at The District at 2318 Park Avenue. Recently, Wellington opened a store in Cypress at Cypress East Shopping Center, 10071 Valley View Street (and Ball). Wellington debuted its first Orange County store in Huntington Beach in December 2006 and its second in Irvine in January 2007, which also serves as its corporate training store. Wellington also recently opened two stores in the Inland Empire (one of the two stores serves as a corporate training store). By the end of 2007, Wellington plans to have at least 10 stores opened in Orange County and the Inland Empire.

What makes the Sport Clips experience so unique? At approximately 1,200 square feet, each Sport Clips store contains sports memorabilia, a large-screen TV in the reception area and TVs tuned to sports programming at every haircutting station. In fact, walking into Sport Clips is like walking into a baseball stadium or basketball arena.

After checking in for a haircut behind the dugout, men and boys can relax in front of the big-screen TV while they wait or browse through a variety of sport and outdoor magazines. The sports-themed décor features jerseys, pennants, lockers and signage. Sports memorabilia with favorite Southern California teams, including the Angels, Dodgers, Ducks, Kings, Lakers, Clippers, USC and UCLA, is available for purchase.

And there's so much more. 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 Franchise 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 talented, 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!'"

Orange-based Wellington Franchise 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.

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 450 stores in 32 states.

Sport Clips is the Official Haircutter of the Veterans of Foreign Wars and offers preferential pricing to all veterans. For additional franchise information or to find a location near you, visit [www.SportClips.com](http://www.SportClips.com). At Sport Clips, GUYS WIN!

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