

CHATTERS

HAIR | BEAUTY | SALON

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Red Deer: Chatters Canada Limited unveils new concept and logo

Chatters Canada Limited has unveiled a new boutique style concept and new logo with the opening of two new beauty stores and salons in West Edmonton Mall and Calgary's Chinook Centre. Chatters CEO Jason Volk, "We have been waiting for just the right location to open up in West Edmonton Mall and are thrilled that our Chinook Centre Salon has been able to relocate to the main level. The contemporary new look, features vivid blue glass tile, ultra modern lighting, and gleaming ceramic floor tile. The new beauty stores showcase walnut shelving, striking product displays and a clean, very classic look. The storefronts are unmistakably posh, consisting of glass tile with backlit signage and inset displays of the latest must-have products. The Chatters logo has evolved, switching from a stylized look to more sophisticated and simplistic with a touch of panache. Chatters' design evolution, combined with store growth and gain in market share is a tribute to the long-standing vision of President and Founder, Ken Fisher.

The industry trend is pushing beauty store/salon combinations and Chatters is poised for continued expansion. "We opened 15 stores in 2008 and anticipate opening up to fifteen new concept salons per year in the best shopping centers in Canada, says CEO Volk. "We want our exclusive concept in centers such as and similar to Square One, Yorkdale, Pacific Centre and Eaton Centre."

Despite reports about the future of so many Canadian businesses, Chatters Canada is confident in the strength of the beauty industry for the long term. Personal care, beauty and fashion are no longer considered a luxury, but an essential component to daily routine. Chatters' same store sales are up over 10 percent in 2008 and over 10 percent in January 2009.

About Chatters Canada Limited

Based in Red Deer, Alberta, Chatters Canada Limited is the largest privately-held Canadian owned Franchisor of hair salons with 95 salons and a central distribution centre, achieving annual sales of over \$110M. Brands under the Chatters umbrella include: Chatters Salon and Beauty Supply Outlets, Chatters Salons, Green Apple Hair Shoppes and Quick Stop Hair Shops. Chatters Canada Limited was awarded a second Global Salon Business Award in June 2008 for Entrepreneurial Excellence. For information, contact Doreen Belliveau at 403-356-2703 or toll free: 1-888-944-5055. www.chatters.ca.

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