

For Immediate Release

For more information, contact:
Kim Brosdahl (formerly Radetzki), VP of Marketing at 763-450-4332

Regency Beauty Institute Announces Chicago Area Expansion

MINNEAPOLIS (April 23, 2007) – Regency Beauty Institute announced today the opening of a new campus in the Chicago area. The campus is located in Joliet on Colorado Avenue, by the Deals store.

Regency provides its students a unique educational opportunity that combines a cutting edge cosmetology curriculum with a professional development program focused on helping students build successful careers quickly. As part of their training, Regency students, under the supervision of expert faculty, provide discounted hair, skin, and nail care services to the public.

“With our Midwest roots and an established presence in Aurora-Naperville and Darien-Downers Grove, this is a natural extension for Regency,” said Hayes Batson, Regency's President and CEO. “We are excited to expand our presence in Illinois by building attractive facilities that mirror upscale salons and providing high-quality education that benefits our students, the local salon community, and the public.”

Regency Beauty Institute has grown from two Minnesota campuses in 2002 to almost 30 campuses across nine states, with significant expansion plans in 2007. Regency has a unique business model and has garnered widespread media attention. “We are working to build a national network of campuses and placement relationships so our graduates are recognized and sought after throughout the United States,” said Batson. Classes start every few weeks during the course of the year. For enrollment information, call 800-787-6456.

About Regency Beauty Institute

Founded more than 50 years ago in Minneapolis, Regency is now an industry leader in cosmetology education. Class sizes are small. Our educators are top notch. Facilities are fabulous—as chic as many high-end salons. And Regency's innovative curriculum produces professionals who deliver personalized, positive guest services. For more information, visit www.regencybeauty.com.