



COMPANY BACKGROUNDER

Snip-its Haircuts for Kids® is an innovative hair care and branded entertainment concept designed specifically for kids. With its colorful salons, custom animated characters and interactive games, Snip-its® offers a fun-filled adventure to untangle the hair-care challenges of children.

COMPANY HISTORY

In 1993, when Joanna Meiseles sought a hair salon that catered to her young children, instead of a salon, she discovered a business opportunity. After two years of extensive research and planning, Joanna opened the first Snip-its salon in Framingham, Mass., to rave reviews. With nearly a decade of experience and five successful Snip-its salons, Joanna launched the Snip-its *women-owned franchise program* in 2003 as a platform for national expansion. Currently, Snip-its is headquartered in Eden Prairie, Minn., under the direction of President and CEO James George, who has been involved in the franchise and hair salon industry for the past three decades. It is the fastest-growing chain of children's hair salons in the U.S. with more than 65 locations in 26 states. Quality haircuts and unparalleled customer service set the foundation for its success, while the proprietary interior design featuring their own cast of cartoon characters make Snip-it's a truly unique adventure.

THE ULTIMATE HAIRCUT ADVENTURE™

Kids enter the salon, stepping into a magical, engaging, cartoon world characterized by floor-to-ceiling multicolored murals, splashy vibrant colors and the Snip-its larger-than-life animated mascots. Upon check-in, kids receive their Snip-its Adventure Club™ card, then meet and interact with Snips and the Gang – Flyer Joe Dryer™, Curly Comb™, Maranga Mirror™, Jean Luc le Spritz™, and Marlene™ & Charlene™, the Clip-ette Sisters™ – as they sing their own theme songs in the Snip-its Animated Show. With mom and dad close by and the kids entertained on the game stations, the Snip-its stylists are able to work their shear magic. Each station is designed for maximum safety and comfort, including a safety strap for toddlers, a parent chair, and plenty of room to move around. When the haircut is complete, kids can trade in their Adventure Club pass, along with a lock of their freshly cut hair, for a special prize in the Magic Box™.

In addition to haircuts and styles, Snip-its offers:

- Spa services – manicures, pedicures and facials using non-toxic, kid-friendly cosmetics and nail polish
- Birthday parties – children choose from fun-filled themes, including Glamour, Spa, Trip-to-Hollywood and Rock Star. Parties include invitations, birthday cake or cupcakes, favors, and a special gift for the birthday child
- A retail space, with toys, Snip-its' professional line of kid-friendly, salon-quality, hair care products, hair and fashion accessories, and more!

For more information, visit www.snipits.com.