

FOR IMMEDIATE RELEASE

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PURPOSE: Issued to Daily Newspapers, Weekly Newspapers, Business Journals and Local area websites

THE BOARDROOM SALON FOR MEN IS NOW OPEN  
IN THE SHOPS AT HIGHLAND VILLAGE

Join us for our Grand Opening Event, Saturday, May 10

Highland Village, TX (May 1, 2008) – The Boardroom Salon for Men is celebrating the grand opening of their newest location in the Shops at Highland Village on Saturday, May 10 from 8 a.m. to 3 p.m. Customers will have the opportunity to get a great hair cut and register to win fabulous prizes such as custom tailored shirts, golf passes, sporting tickets and more. The Tee Box Golf Show will be live from 8 to 10 a.m. and ESPN Radio will be at the salon from 1 to 3 p.m.

The Boardroom Salon for Men is the ultimate relaxed grooming experience for men and delivers exceptional hair services, traditional hot lather shaves, facials, massages, coloring, hand and foot grooming and face and body waxing – all in a comfortable old world environment. “We are proud to bring The Boardroom Salon for Men to Highland Village, and look forward to being a valuable part of the community” says owner Roger McElwrath. “Our great customer service, community feel and old world ambiance make The Boardroom a great place for men that appreciate the finer things in life”

More About the Boardroom Salon for Men

Since opening their first salon in Southlake, Texas in 2004, The Boardroom Salon for Men has been synonymous with the concept of the ultimate, ***relaxed grooming experience for men***. The Boardroom is a full service salon for men that delivers an exceptional grooming experience in a comfortable, masculine environment. Every visit is an experience not just a haircut. Purveyor of the best grooming products in the industry and staffed with a customer focused team, The Boardroom ensures a great experience on every visit. The Boardroom currently has salons in Southlake Town Square, (817) 251-9600, and in Inwood Village (Dallas), (214) 358-7565 and is accepting franchise applications. For a menu of services, packages and memberships, please visit [www.theboardroomsalon.com](http://www.theboardroomsalon.com).