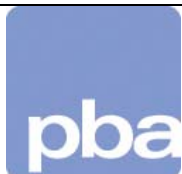


The Professional Beauty Association Announces New Team Players

Phoenix, AZ (May, 2008) – After accepting a promotion to Director of Marketing for the Professional Beauty Association (PBA), **Michael Denny** has led the Marketing Department to promote and position the PBA as a leader in the professional beauty industry. Denny is driven by his passion to exceed client expectations through innovative techniques, develop creative solutions to challenging marketing communications and inspire his team to reach beyond their limits. As former marketing and production manager for BBSI, Denny has been with PBA since 2002 and has played an integral role in the company's growth.

New hire **Marissa Porcaro** joins the Professional Beauty Association (PBA) as the marketing manager. Working for several advertising agencies and non-profit organizations, Porcaro brings a strong integrated marketing background and five years of experience in both branded and category marketing for big name accounts such as Xanterra National Parks & Resorts, Pacific Cycles and Chiquita Bananas. A Wisconsin native, Porcaro graduated from the University of Wisconsin-Madison with a Bachelor's Degree in Journalism & Mass Communications.

Wendy Forakis, PBA's new Business Relations Manager, has taken on this newly created position with the goal of building strong sponsorship and advertising opportunities for industry companies. Employing her extensive background in all sectors of marketing special events and trade shows, she has been a phenomenal addition to the Professional Beauty Association's staff. Forakis has already developed and filled several new sponsorship opportunities for businesses interested in working with PBA to support the professional beauty industry and build their own brands.



The North American Hairstyling Awards (NAHA) are produced by the Professional Beauty Association (PBA). PBA is made up of salons and spas, distributors and manufacturers dedicated to improving their individual businesses and the industry as a whole. Led by industry volunteers, the association offers: business tools • education • government advocacy • networking • and more. Visit www.probeauty.org or call 800-468-2274 (480-281-0424) to learn more.