

# **SUPERCUTS®**

FOR IMMEDIATE RELEASE

CONTACT: Evans Larson, (612) 338-6999  
Susan Evans, Susan@EvansLarson.com

## **SUPERCUTS RANKED #1 HAIRCARE FRANCHISE AND FIFTH BEST FRANCHISE OVERALL IN *ENTREPRENEUR* MAGAZINE'S 36TH ANNUAL "FRANCHISE 500®"**

MINNEAPOLIS – For the seventh year in a row, Supercuts, one of the largest and most iconic hair salon brands in the United States, has been ranked the number one haircare franchise in the country and the fifth best franchise opportunity overall in *Entrepreneur* magazine's January 2015 Franchise 500® issue.

It was a busy 2014 for the number one haircare franchise. Supercuts welcomed 144 new franchisees to the brand and opened scores of new salons, bringing the total number of locations to more than 2,400 throughout North America. Supercuts also joined many franchisees in celebrating their fifth, 10<sup>th</sup>, 15<sup>th</sup> – up to 35<sup>th</sup> -year business anniversary in neighborhoods across the country.

“Supercuts continues to grow and succeed due to several factors – overall name recognition, a strong business model, extensive franchisor support and a robust franchisee network,” said Paul Plate, Regis Corporation's senior vice president, franchise division. “In the past few years, hundreds of franchisees have joined Supercuts, and it's been rewarding to work with each of them as they grow their businesses.”

Gary Grace, chairman of the Supercuts Franchise Council and a successful multi-unit franchisee, believes Supercuts appeals to potential franchisees because of its business model. “It's no surprise to me that Supercuts is consistently ranked in the top five franchise opportunities,” Grace said from his offices in southern California. “The business model allows for growth, our franchisees share best practices with each other and our franchisor, Regis Corporation, provides support and resources ranging from marketing and real estate expertise to inventory control and ongoing stylist training programs.”

Supercuts' growth can also be attributed to an ongoing commitment to each guest's experience. The brand recently introduced a breakthrough, industry-leading mobile app that allows guests to create their own Supercuts profile, select preferred haircare services, choose their stylist, search and find nearby locations by wait time and proximity, check in for same-day hair services from wherever they are, and more. Supercuts also rolled out its Hot Towel Refresher®, a service offered with every cut so guests leave the salon feeling clean, sharp and ready to go.

*Entrepreneur's* Franchise 500® issue is published every January and is considered the world's most thorough and comprehensive franchise ranking. Rankings are determined by objective, quantifiable measures of a franchise's operations and include factors such as financial strength and stability, growth rate and size of the system, years in business and startup costs.

---More---

**About Supercuts**

Supercuts salons are owned and franchised by Regis Corporation (NYSE:RGS), the leader in beauty salons and cosmetology education. Supercuts is the salon industry leader in haircare services, with over 33 million guest visits per year for haircutting, hair color services and more. Supercuts primarily targets male guests who want a current look at an affordable price. Their proven technique, highly trained stylists and lines of nationally recognized brands of haircare products offer an exceptional guest experience. For additional information about Supercuts, visit [Supercuts.com](http://Supercuts.com), [Facebook.com/Supercuts](https://www.facebook.com/Supercuts) and [Twitter.com/Supercuts](https://twitter.com/Supercuts). For more information about Regis Corporation, please visit [RegisCorp.com](http://RegisCorp.com).

# # # #