

For Immediate Release

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TRUEFITT & HILL CELEBRATES ITS 200TH ANNIVERSARY World's Oldest Barber Shop Achieves a Landmark Birthday

Chicago, IL (October 21, 2005) – Grooming men for greatness for 200 years, luxury grooming experts **Truefitt & Hill** honor their enduring shaving legacy with a toast to their rich heritage and poised position for a growth oriented future. The world's oldest Barber Shop marks its 200-year anniversary on October 21 with celebrations in London, Las Vegas and the opening of a new Barber Shop in midtown New York.

This autumn, the luxury brand for the discerning man is excited to introduce a trio of modern grooming collections that completes the **Truefitt & Hill** product line —*Hair Management*, *Ultimate Comfort Shaving* and *Skin Control*. The product launch coincides with the opening of Truefitt & Hill's first upscale, gentlemen's Barber Shop in midtown Manhattan.

“Truefitt & Hill's 200 years of success are built upon continually remaining relevant to the male customer,” said Guy Cartwright, CEO. “Truefitt & Hill recognizes that men not only need to shave, but want to enjoy the experience of putting their best face forward. After 200 years of understanding men's grooming needs and habits, we are leveraging that knowledge into new product development and the opening of Barber Shops - all designed to deliver a luxurious yet efficient and complete experience.”

Brimming with glycerin-rich shaving creams, distinctive colognes, and important grooming and skincare knowledge, **Truefitt & Hill's** Barber Shops are world-renowned as purveyors of the finest hot lather, straight-razor shave since 1805. The **Truefitt & Hill** St. James's Street Barber Shop in London is recognized as the world's oldest barbershop according to the *Guinness Book of World Records* and has the unique distinction of serving as Royal Warrant holders to H.R.H., The Duke of Edinburgh and other members of The Royal Family for the past nine reigns.

HISTORICAL HIGHLIGHTS

Two centuries ago, Francis Truefitt originally founded a Gentleman's Salon, Wigmaker, Haircutter and Hairdresser shop in fashionable Mayfair of London at 2 Cross-Lane, Long Acre London on October 21, 1805. This same day marks Britain's victorious Battle of Trafalgar, for which a signature fragrance and product line is named. After Francis' nephew Henry Paul took over the business, the barbershop was renamed H.P. Truefitt LTD and remained within the family for several succeeding generations. The continuously operating shop moved to several different locations on Old Bond Street. In 1935, namesake barber Edwin Hill joined the barbershop company when he merged operations into the newly formed **Truefitt & Hill**.

The brand is immortalized as part of important historical moments including a ceramic pomade pot with the original Truefitt logo discovered on *The Titanic* (this was part of a recent traveling museum exhibit on the Titanic). “Mr. Truefitt’s, the excellent hairdressers...” is also mentioned in Charles Dickens’ *The Uncommercial Traveler* (1861). Legendary patrons of **Truefitt & Hill** have included Sir Winston Churchill, Charles Dickens, Alfred Hitchcock, John Wayne, Frank Sinatra, Fred Astaire, Cary Grant, as well as, modern day celebrities Matthew Broderick, Josh Duhamel and Lenny Kravitz.

ENTREPRENEURS MODERNIZE BRAND

In 2002, two Harvard Business M.B.A. graduates and friends Guy Cartwright, President & CEO, and Heath Flock, COO, noticed a lack of high-end men’s barbershops to serve today’s man, and quickly discovered Truefitt & Hill. After recognizing the excellent quality of the products and luxury services Truefitt & Hill provides, they saw the incredible potential for the line in the United States. Their efforts resulted in the savvy re-invention of a luxury grooming brand that pays homage to its rich heritage while at the same time catering to the grooming needs of today’s gentlemen.

In the past three years, they unveiled **Truefitt & Hill’s** new Barber Shop prototype in the Forum Shops at Caesars in Las Vegas, (which celebrates its one-year anniversary on October 21) and increased retail distribution to upwards of 300 fine specialty retailers including national names like Nordstrom. With a redesigned logo and cleaner presentation of product packaging, the company is poised to generate record sales. **Truefitt & Hill** is reshaping the men’s luxury grooming market with sophisticated and uncomplicated products that deliver high-performance.

In Las Vegas, and soon to be in Manhattan, **Truefitt & Hill’s** inviting new Barber Shop design represents the ideal male destination. The old-world charm of rich mahogany wood is masterfully blended with a modern midnight blue to create a comfortable club environment where clients can enjoy an extensive menu of services including straight-razor shaves, hair styling, manicures, pedicures and shoe shines.

Master Barbers at the company’s North American outposts in Las Vegas’ Forum Shops, and the independent franchises in Chicago’s Michigan Avenue (opened 1989) and Toronto’s upscale financial district (opened 1995) will happily educate guests on the secrets for getting the best shave at home and dispense valuable tips on proper skin care and shaving techniques. **Truefitt & Hill** has the experience and expertise to provide expert grooming services and advice.

In every age, for all generations, **Truefitt & Hill** is an invaluable asset to the well-groomed man. From their personal Barber Shop services to finely crafted products, they provide the guidance, confidence, knowledge, tools and inspiration men need to put their best face forward. The **Truefitt & Hill** collection of fine grooming products can be purchased at upscale specialty shops, through the company website www.truefittandhill.com or by calling 1-800-236-8089.

