

## **MATTHEW BRODERICK NAMED 'FATHER OF THE YEAR'**

**-Truefitt & Hill Royally Appoints Matthew Broderick 2004 'Father of the Year'-**

**CHICAGO, June 18.** — Matthew Broderick has been dubbed 'Father of the Year' by London's premier men's grooming company with the world's oldest barbershop, Truefitt & Hill, in their inaugural 'Father of the Year' honor to the award-winning stage and screen actor.

In announcing the award, Guy Cartwright, president and CEO of Truefitt & Hill North America, said, "Matthew Broderick is a very dedicated parent, who takes the role of fatherhood very seriously. His zealous commitment to love and nurture his son, despite extraordinary business and social demands is truly exemplary. We at Truefitt & Hill are proud to present Matthew Broderick with our 'Father of the Year' award."

Broderick became a father on October 28, 2002, when his wife Sarah Jessica Parker gave birth to James Wilke Broderick, at New York's Lenox Hill Hospital.

According to Cartwright, there were many deserving candidates for the award this year. He noted that the selection process was not as easy one, and included scores of celebrities, athletes, business leaders and elected officials.

"I am pleased to be Truefitt & Hill's first 'Father of the Year' recipient. I am truly blessed as a father and a husband, and would like to thank the people at Truefitt & Hill for this recognition," Broderick said.

Broderick brings the best of both worlds to Truefitt & Hill's 'Father of the Year' accolade with exceptional care in parenting and uplifting charismatic demeanor. He will receive the Royal treatment with the renowned barbershop's luxurious shaves, a year's supply of Truefitt & Hill's world-class shaving, fragrance, hair and bath products, and other pampering services. He will be offered the first shave and manicure at Truefitt & Hill's Las Vegas barbershop opening October 2004 in the Forum Shops at Caesars.

Established in 1805, Truefitt & Hill has a rich and extraordinary heritage, shaving many of the world's most famous faces such as John Wayne, Frank Sinatra, Fred Astaire, Lord Laurence Olivier, Cary Grant, Winston Churchill, Oscar Wilde, Charles Dickens, and the Royal families of England – continuing to this day. Now Matthew Broderick's name will be added to that illustrious list of distinguished gentlemen.

For more information on Truefitt & Hill, visit [www.truefittandhill.com](http://www.truefittandhill.com) .