

For Immediate Release

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Truefitt & Hill – A Gentleman’s Barbershop – Set to Unveil in Las Vegas at the Forum Shops at Caesars

Chicago, IL (September 22, 2004) – Experts in classic high-end grooming for nearly 200 years, **Truefitt & Hill** is excited to open an up-scale, gentleman’s barbershop in Las Vegas as part of the Forum Shops at Caesars new exclusive retail tier on October 22, 2004.

Uniquely designed to cater to the grooming needs of today’s modern man, **Truefitt & Hill’s** inviting new 900-square foot barbershop is the ideal male destination. The architecture showcases the old-world charm of rich mahogany wood masterfully blended with a deep midnight blue hue. Guests will enjoy an extensive menu of services including straight-razor shaves, hair styling, manicures, pedicures, and shoe shine service. An easy-to-shop retail area also features the brand’s distinctive array of shaving and skincare products, colognes, elegant shave brushes, razors, stands and gifts for all occasions.

“I have always had an affinity for Las Vegas,” explains Guy Cartwright, President & CEO of **Truefitt & Hill**. “To operate a business in one of the fastest growing cities in the world while also becoming a part of its culture is truly a dream come true. And to open our Las Vegas location in the renowned Forum Shops at Caesars is very much an honor.”

The signature service at the new barbershop is the 30-minute **Classic Straight-Razor Shave** (\$65) which features nine hot towels, a precise, straight-razor shave using the brand’s 1805 oceanic and citrus-scented silky glycerin shaving cream, a splash of oil-free aftershave balm and a sideburn trim.

The experienced **Truefitt & Hill** staff will happily educate guests on the secrets of how to get the best shave at home while providing valuable tips on proper skin care and shaving techniques. Whether you are a man in town for business or pleasure, whether you are a tourist or a native, **Truefitt & Hill** has the experience and expertise to provide you with classic grooming services and advice.

“We want men to enjoy the ultimate grooming experience and to come away with a new appreciation for what a daily shave can be. We transform a routine chore into a valuable masculine asset which every successful man deserves,” adds Cartwright.

The Las Vegas barbershop is the first **Truefitt & Hill** location under Cartwright’s direction and will be followed by another in New York City slated to open spring 2005. The new locations will join those already in Chicago, Toronto and the flagship in London, which is hailed by Guinness World Records as the Oldest Barbershop in the World.

Truefitt & Hill is located on the street level in the Forum Shops at Caesars at 3500 Las Vegas Boulevard South, immediately inside the limo drop-off. The shop will be open 7 days per week from 10am to 11pm. Services are available most days until 8pm. For more information or advance appointments, please call (702) 735-7428 or toll-free (866) 714-1115, or visit our website at www.truefitt.com.

With a nearly 200-year heritage of shaving expertise, **Truefitt & Hill** has enjoyed legions of distinguished fans from Prime Ministers to Presidents, from entertainers to award-winning actors, to nine consecutive reigns of the British Royal Family. The **Truefitt & Hill** collection of fine grooming products can be purchased at upscale specialty shops, through the company website www.truefitt.com or by calling 1-800-236-8089.

