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DOLCE SALON & SPA PREMIERES SECOND LOCATON IN SCOTTSDALE AT THE BORGATA

*Arizona's Largest Salon & Spa Opens at The Borgata of Scottsdale -The First New
Location In Company Expansion Plan*

PHOENIX, Ariz – (June, 12 2007) – Marking the start of an expansion plan that includes four new locations across the valley over the next two to three years, Dolce Salon & Spa, the largest salon and day spa in the Southwest, will premiere at The Borgata of Scottsdale on Monday June 18, 2007. This location is 13,083 square feet and two stories. It will feature 28 styling stations, 21 full-service spa rooms, 10 manicure and 10 pedicure thrones, a mist-on tanning room, and a full-service, custom make-up counter. These amenities make the establishment the largest full-service salon and day spa in Scottsdale. This high end facility will feature services including hair care, nail care, skin care, massage therapy, body treatments, make-up services, spa packages, and an extensive retail boutique.

Dolce Salon & Spa premiered in 2002 in Chandler and has been steadily growing ever since the expansion plans went underway. The Borgata of Scottsdale location marks the first of several new Dolce locations slated to open throughout the next few years, including a 29,000 square foot location in Arrowhead opening in late summer.

Director of Operations, Brandi Nuttall, 27, chose The Borgata for the first site of the company's growth plan for its extensive revitalization plans and upscale reputation. "The atmosphere of Dolce Salon & Spa fits perfectly with The Borgata," says Nuttall. "Guests will receive personalized attention from our highly-educated professionals, leave our facility feeling relaxed and rejuvenated and be able to spend time in the tranquil ambiance of the shopping center."

Guests are invited to come by the new location beginning June 18 for a tour of the facility. The first 100 guests will receive a gift bag including a gift certificate to Dolce Salon & Spa. Media is invited to contact the Public Relations Director, Theresa Sarna, for more information or to schedule an interview and/or tour.

About Dolce Salon & Spa

Named one of the 200 fastest growing salons for three consecutive years by *Salon Today*, Dolce Salon & Spa is Arizona's largest salon and day spa offering comprehensive salon and spa services. With a highly trained staff of over 200 professionals, Dolce Salon & Spa offers body and skin treatments, massage therapy, esthetician services, hair, nail and make-up services. Founded in 2001, Dolce Salon & Spa's Corporate Offices are location in North Phoenix at 4530 E. Shea Blvd. For more information, visit www.dolcesalonspa.com or call 480-722-0500.

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