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**WWD BEAUTY BIZ NAMES TRIA LASER HAIR REMOVAL SYSTEM
THE PRESTIGE SKIN CARE BREAKTHROUGH PRODUCT OF 2008**

Pleasanton, CA – December 12, 2008 – TRIA Beauty, a leader in light-based therapeutic beauty products, announced TRIA Laser Hair Removal System was named the Prestige Skin Care Breakthrough Product of the Year at the sixth annual *WWD Beauty Biz* awards on December 11, 2008. The award ceremony was held in New York City at The Four Seasons Restaurant, where *WWD Beauty Biz* presented the beauty industry's most innovative companies with its prestigious award.

Women's Wear Daily and *WWD Beauty Biz* are known as the voices of authority for the fashion, beauty and retail industries. TRIA Laser Hair Removal System was bestowed the accolade from the prominent trade magazine for advancing the at-home device market and receiving praise from both retailers and consumers alike.

TRIA Personal Laser Hair Removal System is the first hand-held laser for at-home hair removal cleared by the FDA and available for sale directly to consumers in the US market. The TRIA Laser is currently sold in the US at Bergdorf Goodman, STUDIO at Fred Segal, Bliss Spas, select physician offices and at www.triabeauty.com.

"We are honored that *WWD Beauty Biz* and its team of beauty influencers have recognized TRIA Laser as a truly innovative and effective at-home device," said Kevin Appelbaum, CEO of TRIA Beauty. "The at-home device category is a natural step in the growth of the aesthetic market. TRIA Beauty's goal is to bring consumers devices that provide therapeutic levels of benefits previously available only at physician offices."

Dr. Eric Bernstein, Director, Main Line Center for Laser Surgery, Bryn Mawr, PA, was one of the first physicians to market the TRIA Laser. As told to *WWD Beauty Biz*, Dr. Bernstein acknowledges TRIA Laser as an asset and complement to the aesthetic dermatology industry. "You cannot stop a field-changing technology," he said to *WWD Beauty Biz*. "You have to embrace it."

About TRIA Beauty

TRIA Beauty, formerly known as SpectraGenics, is a leader in light-based therapeutic beauty systems that incorporate clinically-proven aesthetic technologies for at-home personal care regimens. In 1993 Robert Grove, Ph.D., and a team of American dermatologists and engineers developed the first diode laser for hair removal utilized by physicians in their medical practices. In 2003, these individuals assembled an internationally renowned team of experts in the field of aesthetic lasers to begin the development of its flagship TRIA device and future innovations in science-driven consumer beauty products.

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