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**TRIA BEAUTY EXPANDS RETAIL DISTRIBUTION
TRIA Laser Hair Removal System Now Available at Nordstrom**

March 9, 2009 – Pleasanton, CA – TRIA Beauty, the leader in at-home aesthetic devices, today announced distribution through Nordstrom, one of the nation’s leading fashion specialty retailers.

“Expanding distribution to Nordstrom is an exciting step in the continued growth of TRIA Beauty and a validation of the consumer demand for this new technology in the premium retail segment of the industry,” said Kevin Appelbaum, CEO of TRIA Beauty. “As a leader in the at-home device market, TRIA Beauty is constantly seeking out the best partnership opportunities. Nordstrom has made a commitment to innovative skin care and beauty solutions, and we feel they are perfect retail partner for our breakthrough products.”

The TRIA Laser Hair Removal System was developed by the same team of scientists that invented the professional technology in 1993. The TRIA system uses that same laser technology as these professional devices, and it delivers the same long-lasting results. Now consumers have a convenient in-home alternative to in-office laser hair removal, at a fraction of the cost of professional procedures.

Nordstrom stores nationwide will carry the new and improved TRIA Laser Hair Removal System which launched in February 2009. The new TRIA Laser Hair Removal System features proprietary software technology that results in shorter treatment sessions – twice as fast as the original device – for virtually hair-free results. The new TRIA Laser is priced at \$795.

In addition to the expansion through Nordstrom, the TRIA Laser is currently sold on QVC and QVC.com, Bergdorf Goodman, STUDIO at Fred Segal, Bliss Spas, select physician offices and at www.triabeauty.com.

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 dermatologists and engineers developed the first diode laser for hair removal utilized by physicians in their medical practices. These devices are still considered the gold-standard among dermatologists and plastic surgeons. In 2003, these individuals assembled an internationally renowned team of experts in the field of aesthetic lasers to begin the development of its flagship laser hair removal system and future innovations in home-use energy-based beauty products.

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