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Contact: Liz Mefford
Rpr Marketing Communications
212.317.1462
Liz.mefford@rprny.com

**TRIA BEAUTY EXPANDS DISTRIBUTION INTO NEIMAN MARCUS
Premium Retailer to Offer TRIA Laser Hair Removal System**

September 24, 2009 – Pleasanton, CA – TRIA Beauty, the leader in at-home aesthetic devices, today announced distribution through Neiman Marcus, one of the nation's premier luxury fashion and beauty retailers.

“Expanding distribution to Neiman Marcus is an exciting step in the continued growth of TRIA Beauty and a reflection of the consumer demand for reliable beauty solutions 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 carefully selects our retail partnerships to best serve our customer. We look forward to a long and successful relationship with Neiman Marcus.”

TRIA Laser Hair Removal System, the first and only FDA cleared at-home laser for hair removal, delivers permanent laser hair removal in the privacy of your home, ultimately eliminating the need to shave or wax. TRIA Laser Hair Removal System was developed by the team of scientists that invented the professional technology in 1993. It uses that same laser technology to deliver the same type of results as those professional devices, which are still considered the gold-standard among dermatologists and plastic surgeons.

In addition to the expansion through Neiman Marcus, the TRIA Laser is currently sold on QVC and QVC.com, Nordstrom, 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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