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**TRIA BEAUTY EXPANDS ASIA-PACIFIC DISTRIBUTION
TRIA Laser Hair Removal System Launches in South Korea**

July 22, 2010 — Dublin, CA — TRIA Beauty, the leader in light-based at-home beauty solutions, today announced it has begun selling in South Korea, its second country in the Asia-Pacific region after Japan. The company's TRIA Laser Hair Removal System (LHRS) is now available to Korean consumers through its website at TRIABeauty.co.kr and additional sales channels are being evaluated with selective expansion expected later this year.

“Our expansion into Korea reinforces our commitment to make TRIA’s products easily accessible to consumers throughout the Asia-Pacific region and in the most vibrant skin care markets in the world. The skin care market in Korea continues to show strong growth, and per capita spending on skin care products in Korea is nearly two times greater than the US making it one of the largest, fastest growing skin care markets worldwide despite a population of only 50 million” stated Kevin Appelbaum, CEO of TRIA Beauty. “Today, Asia represents about one-half of our revenues and we are very optimistic about our future growth potential in the region.”

TRIA Beauty is the first and only company with a regulatory approval from the Korean FDA for permanent laser hair removal. It's business operations in Korea are led by Ms. Jiyoung Choi, formerly head of marketing for CitiBank's Korea operation and most recently Country Marketing Manager for Google Korea.

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

The TRIA Hair Removal Laser System is also sold in the United States, Japan, Spain and the United Kingdom. In 2010, TRIA Beauty received clearance from the FDA for a hand-held blue light device designed for at-home use. TRIA's Skin Clarifying System, the company's patented blue light technology, is FDA-cleared for the treatment of mild to moderate inflammatory acne and launched in the United States in April 2010. The TRIA Laser Hair Removal System and the TRIA Skin Clarifying System are available in the US on TRIABeauty.com, and at Nordstrom, Neiman Marcus, Bloomingdales and Bergdorf Goodman, and on QVC.

About TRIA Beauty

TRIA Beauty brings home the very best in light-based skincare products. In 2008, TRIA Beauty revolutionized the hair removal industry with the first and only FDA-cleared laser hair removal system available for permanent results at home, the TRIA Laser Hair Removal System. Offering FDA-cleared, clinically proven and easy to use products, TRIA Beauty is committed to real results. At home. At last.