

For Immediate Release

PR Contact: Megan Driscoll, Behrman Communications, (212) 986-7000, mdriscoll@behrmanpr.com

TRIA Beauty Ranked Number 88 Fastest Growing Company in North America on Deloitte's 2011 Technology Fast 500™

Attributes 1,141% Percent Revenue Growth to Disruptive Product and Commercial Innovation

Dublin, CA, October 19, 2011 — TRIA Beauty, the leader in light-based skincare products that deliver professional results at home, today announced it ranked #88 on Deloitte's Technology Fast 500™, a ranking of the 500 fastest growing technology, media, telecommunications, life sciences and clean technology companies in North America. TRIA Beauty grew 1,141% percent from 2006 to 2010. Within its industry, TRIA ranked #7.

TRIA Beauty's chief executive officer, Kevin Appelbaum, credits an unrelenting pace of innovation and consumer focus with the company's revenue growth. He said, "TRIA is thrilled to be recognized for its phenomenal growth as it continues to fulfill its promise of innovation, clinical credibility, high performance and affordability to its consumers."

"TRIA Beauty, like all 2011 Technology Fast 500™ companies, has excelled in fostering innovation and channeling it into spectacular growth--against the backdrop of one of the most challenging economies in history," said Eric Openshaw, vice chairman and U.S. technology, media and telecommunications leader, Deloitte LLP. "Deloitte recognizes TRIA Beauty for its remarkable accomplishment."

"We are pleased to honor TRIA Beauty as a 2011 Technology Fast 500 company," said Mark Jensen, managing partner, technology and venture capital services, Deloitte & Touche LLP. "As one of the fastest growing tech companies in North America, TRIA Beauty has demonstrated excellence in technological innovation, entrepreneurship and rapid growth."

Overall, 2011 Technology Fast 500™ companies achieved revenue growth ranging from 134 percent to 70,211 percent from 2006 to 2010, with an average growth of 1,736 percent.

About Deloitte's 2011 Technology Fast 500™

Technology Fast 500, which was conducted by Deloitte & Touche LLP, a subsidiary of Deloitte LLP, provides a ranking of the fastest growing technology, media, telecommunications, life sciences and clean technology companies – both public and private – in North America. Technology Fast 500 award winners are selected based on percentage fiscal year revenue growth from 2006 to 2010. In order to be eligible for Technology Fast 500 recognition, companies must own proprietary intellectual property or technology that is sold to customers in products that contribute to a majority of the company's operating revenues. Companies must have base-year operating revenues of at least \$50,000 USD or CD, and current-year operating revenues of at least \$5 million USD or CD. Additionally, companies must be in business for a minimum of five years, and be headquartered within North America.

About TRIA Beauty

TRIA Beauty, Inc. creates light-based skincare products that deliver professional results at home. It revolutionized the laser hair removal industry with the [TRIA Hair Removal Laser](#), the first and only FDA-cleared laser available for use at home that is safe, effective and permanent. TRIA then pushed beauty boundaries with the [TRIA Skin Perfecting Blue Light](#), a breakthrough, FDA-cleared blue light therapy that

penetrates beneath the skin surface to eliminate bacteria, reduce inflammation and help deliver clear, healthy-looking, even-toned skin without harsh side effects. Revolutionary Light-Based Skin Solutions:
www.TRIABeauty.com

###