

FOR IMMEDIATE RELEASE

Metro Men's Grooming Opens Second American Haircuts®, The New American Barbershop™ in Midtown Atlanta

Midtown Location Offers a Classic Grooming Experience with Modern Touches

ATLANTA (November 12, 2008) – Metro Men's Grooming is proud to announce the opening of its newest **American Haircuts®**, **The New American Barbershop™** location in Midtown Atlanta, this fall 2008. The inviting 2,000 square foot space is located in Atlanta's Aqua Building at the corner of 10th Street and West Peachtree Street.

The **American Haircuts®** experience begins from the moment one walks in the door. Boasting over two centuries of styling experience shared among eight barbers, **American Haircuts®** is the quintessential new American barbershop with an emphasis on meeting any men's grooming needs. With eight, authentic classic barber chairs and the sleek inviting blue décor, **American Haircuts®** truly embraces both tradition and modernity.

"We're taking what you love about the classic American barbershop and combining it with a level of service unmatched in the salon industry." says Greg Martin of Metro Men's Grooming Midtown, LLC. "We offer our clients a large variety of services and retail options. Customer service is of utmost importance. We want clients to feel comfortable and welcome. Enjoy great conversation with your barber or kick back and listen to the music while you get your haircut. When the service is over, we guarantee you won't want to leave."

American Haircuts® signature Classic Haircut is a real treat. For just \$25, clients will get a great haircut, hot lather neck shave and hot towel treatment. In addition to great cuts, they provide a full-service Classic Shave, which includes layers of hot towels, a professional shave, moisturizing treatment and facial massage. The Classic Shave is a step away from paradise and is available for \$50.

The owners are dedicated to meeting their clientele's needs beyond giving clean, sharp haircuts. Clients will enjoy ambience such as five LCD TV's placed strategically throughout and free wireless internet access. In addition, **American Haircuts®** will provide concierge service upon request, such as restaurant reservations and fax services.

The barber shop also offers a complete line of men's grooming products including American Crew, Redken for Men, Jack Black, Menscience, and its own line of **Metro Men's Grooming®** brand of products.

"We are looking forward to the servicing the Midtown community," says Martin.

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THE *New* AMERICAN BARBERSHOP™

Walk-ins are welcome. Reservations are accepted to accommodate any lifestyle. The shop's hours are Mondays - Thursdays, 10 a.m. – 7 p.m. , Fridays, 10 a.m. – 6 p.m. and Saturdays, 9 a.m. – 5 p.m.

Reservations can be booked at 404.407.3227 or online at americanhaircuts.com

About Metro Men's Grooming®

Metro Men's Grooming® products are developed by the barbers of **American Haircuts®** and are available at **American Haircuts®** shops and fine men's retail outlets. **Metro Men's Grooming®** offers a complete line of shaving products and tools that are unmatched. For more information, please visit mmgrooming.com.

About American Haircuts®

American Haircuts® of midtown is an independent store owned by Metro Men's Grooming Midtown, LLC, a company founded by David Alexander, Scott Brown, Greg Martin, and Jason Akins. All four partners are Georgia natives and reside in the City of Atlanta. For more information, please visit americanhaircuts.com.

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