

First Orange County Sport Clips Opens Catering to the MVP in Every Guy

By Anne Monaghan / Monaghan Communications

Dated: Dec 08, 2006

Wellington Franchising Systems has opened the first Orange County Sport Clips store in Huntington Beach, Calif., a unique sports-themed, hair care franchise for men and boys.

ORANGE, CALIF. — Wellington Franchising Systems announced today Sport Clips, a sports-themed, hair care franchise for men and boys, where you can get a haircut, receive the MVP treatment, and watch sports on TV, has opened its first Orange County location at the Newland Center, 19710 Beach Boulevard in Huntington Beach, Calif. Four more Orange County stores are planned to be opened by spring 2007.

What makes the Sport Clips experience so unique? At about 1,400 square feet, each Sport Clips store contains sports memorabilia, a large-screen TV in the reception area and TVs tuned to sports programming at every haircutting station. In fact, walking into Sport Clips is like walking into a baseball stadium or basketball arena. After checking in for a haircut behind the dugout, men and boys can relax in front of the big-screen TV while they wait or browse through a variety of sport and outdoor magazines. The sports-themed décor features jerseys, pennants, lockers and signage. Sports memorabilia with favorite Southern California teams, including the Angels, Dodgers, Ducks, Kings, Lakers, Clippers, USC and UCLA, is available for purchase.

And there's so much more. Specially trained stylists stay current with the latest in men's and boys' fashions and are skilled in dealing with the unique challenges guys face with their hair. The stores use and recommend men's hair care products from Paul Mitchell and American Crew and offer a full line of men's grooming products. Sport Clips features an odor-free environment — no perms, colors or acrylic nail smells.

Sport Clips offers boys' haircuts for \$14 and men's haircuts for \$17. The company has also designed the MVP Treatment, which, at just \$22, features:

- A precision haircut by a professional Sport Clips stylist
- A relaxing scalp-massaging shampoo
- A hot towel facial and pressure points massage for the ultimate in relaxation
- An All-Star neck and shoulder massage treatment

Sport Clips' Huntington Beach franchisee Matt Brown says the unique concept really appeals to men. "Our clients enjoy coming into Sport Clips for both the atmosphere and the great service," Matt explains. "With no appointment necessary and complimentary neck trims between cuts, we fit easily into the busy guy's schedule. Plus, visiting Sport Clips together provides a great bonding experience for men and their sons."

Brown's franchisee partner, Joseph Fragnoli, says "We've recruited a fantastic team of attractive, enthusiastic stylists that love Sport Clips and are providing the very best guy-oriented service! We want our clients to keep coming back and to bring their kids and friends!"

"It's as if ESPN meets a barbershop," adds Greg Fisher, managing partner of Wellington Franchising Systems, Sport Clips' area developer. "Guys can walk in without an appointment, watch sports, talk sports

or just hang out in a comfortable environment.”

Huntington Beach store hours are from 10 a.m. to 7 p.m. Monday through Fridays, 9 a.m. to 7 p.m. Saturdays, and noon to 5 p.m. Sundays.

Wellington Franchising Systems plans to open more than 125 Sport Clips in Orange, Riverside and San Bernardino counties. Fisher said that the company plans to open the stores at the rate of at least 10 to 15 per year. Currently, Wellington is in lease negotiations on three locations in the Inland Empire.

Founded in 1995 by hair care franchise veteran Gordon Logan and headquartered in Georgetown, TX, the privately held Sport Clips, Inc., is a sports-themed hair care franchise for men and boys with nearly 400 stores in over 30 states. Sport Clips is the Official Haircutter of the Veterans of Foreign Wars and offers preferential pricing to all veterans. Sport Clips is also a sponsor of Paul Tracy’s #34 Chevrolet in the NASCAR Busch Series. For additional franchise information or to find a location near you, visit www.SportClips.com. At Sport Clips, GUYS WIN!

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Category	Business, Retail, Sports
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