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Solano at the Center of the Winner's Circle

The SuperSolano Dryer Receives Top Honors *from American Salon's*
2010 Professional's Choice Awards

ATLANTA (Sept 1, 2010) — **Solano**, the brand of dependable professional styling tools trusted by leading stylists for more than 30 years, is now a proud recipient of an *American Salon 2010 Professional's Choice Award*. Featured in the publication's September issue, the salon insider awards recognize excellence across 19 different categories from shampoos to shears. *American Salon* readers, who voted in an online poll, chose the SuperSolano Hair Dryer as their #1 hair dryer of choice.

"It is an incredible honor to be recognized by *American Salon* readers and salon professionals across the country who voted the SuperSolano Dryer as their favorite hair dryer," said Paul Trotti, General Manager of Solano. "We strive to continue our heritage of putting power in the hands of stylists by providing high-performance salon tools to complement their talents. We truly appreciate the continued support of professional stylists," he added.

As Solano continues to evolve with the introduction of exciting new professional styling tools, a win for the classic dryer is truly a testament to both the brand's superior performance and the support it receives from the salon industry. First introduced in 1983, the SuperSolano Dryer was designed with technology that is still considered to be advanced today. Its sleek design features Ceramic and Tourmaline technology to promote healthier hair by adding shine and reducing fly-aways, guaranteeing an optimal blowout.

The SuperSolano Dryer is available in CosmoProf stores nationwide, salon professional and beauty supply stores and online at www.solanopower.com. For more information, call 1-800-323-3942.

ABOUT Solano®

Solano is a professional line of high-quality, high-performance salon tools designed to meet the needs of serious stylists. For more than 30 years, Solano has been dedicated to providing the best salon tools in the industry including hand-crafted premium-grade hair dryers utilizing the latest technologies and the highest standards of durability, quality and superior customer service. Solano's "Care and Repair" Warranty Program offers a 2-year limited warranty on all electric tools, including an option for an indefinite number of renewals. Solano is headquartered in Atlanta, GA. For more information, visit Solanopower.com.

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