

CITY OF CYPRESS PRESS RELEASE

August 14, 2009

For Immediate Release
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FOR IMMEDIATE RELEASE

Subject: City of Cypress Welcomes Hoyu America Company Ltd.



(Pictured from left: Joseph Lahurd, Chief Operations/Finance Officer, Samy Salon, subsidiary of Hoyu America Company Inc.; John B. Bahorski, City Manager, City of Cypress)

The City of Cypress is excited to announce the addition of Hoyu America Company Ltd. to its business community. Hoyu anticipates holding the Grand Opening of their new Cypress based location in early October of 2009, according to Minoru “Mike” Tsuda, Vice President/Chief Operating Officer.

Hoyu has been Japan's top manufacturer and distributor of hair coloring/perming products and general hair care products for home and

professional use since its establishment in 1905. The company markets products targeting various age brackets in more than 70 countries. Their products are sold to Walgreens, CVS, Rite Aide, Wal*Mart, Target, Krogers, and are also sold on the Home Shopping Network and the Home Shopping Network Europe.

Hoyu's main products include "Bigen" which includes cream tone, fragrance hair color, and ladies Bigen Speedy hair dye; "Cielo" for those in their thirties, which includes cream type and milky lotion; "Beautylabo" for those in their twenties, which includes hair coloring and hair care products; "Beauteen" for teenagers which includes hair coloring and hair bleaching products; "Men's Bigen" and "Men's Beauteen" which are men's brand hair related products.

Hoyu will be consolidating their current facility in Placentia, California to Cypress and eventually their Phoenix, Arizona location to Cypress. Their new 50,129 sf headquarters is located at 6265 Phyllis Drive in the City of Cypress and they will initially employ eighteen employees. The lease transaction was facilitated by Matthew K. Doss, Operations Manager for Cypress Land Development based in Los Angeles, California.

For more information about the City of Cypress or for more information on how you can relocate your business to Cypress, please call Mr. Bill Manis, Redevelopment/Economic Development Manager at (714) 229-6671.

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