

CITY OF CYPRESS PRESS RELEASE

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For Immediate Release
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FOR IMMEDIATE RELEASE

Subject: Hoyu America Company Grand Opening



(Pictured from left: Mr. Todd Seymore, Councilmember; Dr. Prakash Narain, Mayor; Ms. Victoria Kugler, Miss Hoyu America 2010; Mr. Tomohiro Matano, President & CEO; Mr. Brian Harvey, Managing Partner, Cypress Land Company; Mr. Leroy Mills, Councilmember; Mr. Mike Tsuda, Vice President & COO; Mr. Yukio Washio, Director of Hoyu Company, Ltd, Japan; Ms. Yumiko Kuroki, Professional Business Manager; Mr. John Gonzales, Warehouse Manager)

The City of Cypress welcomed the latest member to its business community on Monday, June 14, 2010, with the Grand Opening of Hoyu America Company, Ltd. Mayor Prakash Narain, City Councilmembers Todd Seymore, Leroy Mills, and other City officials attended the festivities and the ribbon cutting ceremony at Hoyu's headquarters in Cypress at 6265 Phyllis Drive.

Hoyu has 105 years of history, and has been Japan's top manufacturer and distributor of hair coloring/perming products and general hair care products for home and professional use. One in ten of Hoyu employees work in research and development, reflecting Hoyu's dedication to product quality, safety, and innovation. The company markets products targeting various age groups 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's 50,129 square foot headquarters is also home to the Hoyu Studio, which is designed to conduct hair coloring and cutting edge haircut classes for stylists taught by top Japanese professionals.

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

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