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LEXINGTON INTERNATIONAL, LLC
PRESS RELEASE



HairMax LaserComb Expands Distribution to Bergdorf Goodman, New York Quintessential Luxury Retailer

Lexington Int'l is pleased to announce that the HairMax LaserComb is now available at Bergdorf Goodman in New York City. The HairMax LaserComb will be the prestige device for treating hair loss offered at Bergdorf Goodman.

Boca Raton, FL (February 27, 2012) - Boca Raton, FL. Lexington International, manufacturer of the HairMax LaserComb®, the only home-use laser phototherapy device for hair growth in men and women to have FDA 510(k) Marketing Clearance, is pleased to announce the HairMax LaserComb® is now offered for sale in Bergdorf Goodman located solely in New York City. Bergdorf Goodman is a luxury specialty retail department store that caters to its base audience of sophisticated, conservative shoppers who demand the most modern and innovative products to treat their cosmetic conditions. The HairMax LaserComb will join other premium beauty products in the "Beauty Tools of the Trade" area of the Cosmetics Department.

The HairMax LaserComb has been proven to be an effective and safe non drug treatment for hair loss and the promotion of hair growth, in seven clinical trials with 460 subjects. Further, since the introduction of the HairMax in 2001, hundreds of thousands of people have successfully used the HairMax to treat their hair loss condition. Bergdorf Goodman, as part of the Cosmetic department in its stores, offers an extensive line of prestigious home-use 'Beauty Tools of the Trade' such as devices for hair removal and acne treatment. The HairMax will expand the line of products offered which will satisfy the unique clientele of their stores seeking an effective, safe, convenient, non-drug product to treat their hair loss. The HairMax is convenient to use in the privacy of ones' home just three times a week for 8-15 minutes at each session and does not require the use of any other products to provide results.

The driving personality behind the rise of Bergdorf Goodman as a luxury retailer was Edwin Goodman. In 1901, he bought the business of the French immigrant Herman Bergdorf, who owned a Fifth Avenue shop that tailored suits for ladies near 19th Street and renamed it Bergdorf Goodman. Upon Edwin Goodman's death, his son Andrew took charge of Bergdorf Goodman in 1953. The store was already well established with New York society, but Andrew was instrumental in enhancing its reputation and expanding its range of merchandise and personalized services.

Mr. David Michaels, Managing Director of Lexington said: “This expansion of the distribution of the HairMax LaserComb to Bergdorf Goodman, with its reputation and position as one of the world’s top specialty retailers is a milestone in the continued growth and acceptance of the HairMax as an effective treatment for hereditary hair loss in men and women”. Mr. Michaels further stated, “Now that the HairMax has received FDA marketing Clearance for the treatment of hair loss in both men and women, this is the latest step we have taken in our ongoing efforts to expand the availability of the device into retail outlets to generate widespread distribution and availability”.

About Lexington International, LLC

Based in Boca Raton, Lexington is a manufacturer and developer of advanced phototherapy devices for home use. Lexington International markets the only laser device that has published the results of the efficacy of the device in a peer review journal. The HairMax is also the first and only device of its kind with FDA Clearance for marketing. Over the past 10 years and in over 155 countries worldwide, Lexington Int., LLC has helped hundreds of thousands of individuals to treat their hair condition. (www.hairmax.com)



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