

HAIRMAX
 .com

LEXINGTON INTERNATIONAL, LLC
PRESS RELEASE



HairMax LaserComb Expands Distribution to Neiman Marcus One of the Nation's Leading Retailers

Lexington is pleased to announce that the HairMax LaserComb is now available at select Neiman Marcus select stores in Texas and Florida. The HairMax LaserComb will be the exclusive device for treating hair loss offered at Neiman Marcus stores.

Boca Raton, FL Dec 13, 2011 - 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 that the HairMax LaserComb® is now offered for sale in select Neiman Marcus stores in Texas and Florida. Future plans call for rolling out distribution of the HairMax to all Neiman Marcus stores.

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. Neiman Marcus as part of the Cosmetic department in its stores, offers an extensive line of prestigious home-use 'Beauty Tools' such as devices for hair removal and acne treatment. The HairMax will expand the line of 'Beauty Tools' at Neiman Marcus to satisfy increasing consumer demand for 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.

Neiman Marcus began in Dallas, Texas in the early 1900's and has grown today into 41 prime retail locations in major U.S. markets. Neiman Marcus is one of the leading luxury retailers offering distinctive merchandise that cater to the needs of the affluent customer.

Mr. David Michaels, Managing Director of Lexington said: "This expansion of the distribution of the HairMax LaserComb to Neiman Marcus is a milestone in the continued growth and acceptance of the HairMax as an effective treatment for hair loss".

Mr. Michaels further stated, “Now that the HairMax has received FDA marketing Clearance for the treatment of hair loss in both men and women, we are moving rapidly 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. For more information, please visit: (**www.hairmax.com**)



www.HairMax.com



www.Facebook.com/hairmax



www.Twitter.com/hairmax



www.YouTube.com/hairmaxlasercomb

Lexington International, LLC | 777 Yamato Road, Suite 105, Boca Raton, FL 33431 | 561.417.0200

www.HairMax.com