

KNOCKOUTS®

HAIRCUTS FOR MEN

Knockouts Welcomes Indiana Owners—Alan and Marena Boyton

Knockouts welcomes the new master franchisees for the State of Indiana: Alan and Marena Boyton.

They were in Dallas for four days going through the Knockouts Store Owner orientation from May 29th through June 1st.

They are planning to open one store immediately in the great state of Indiana and multiple stores over the next ten years. They are going to begin searching for sites immediately upon their return to Indiana.

They were excited to find the Knockouts opportunity and are looking forward to establishing and growing their Knockouts Indiana organization.

Knockouts has sold more than 120 franchises in ten states, including Texas, Georgia, Missouri, Arizona, Indiana, Massachusetts, Vermont, Maine, New Hampshire and Colorado. The chain of men-only hair salons currently has stores open in Addison, Arlington, Lewisville and Southlake, Texas; Denver, Colorado; Atlanta/ Buckhead, Geor-

gia; Las Colinas/Irving and St. Louis, Missouri. Within the next 60 days, the company will open two additional locations – Fort Worth, Texas, and Phoenix, Arizona. The Indiana stores are expected to begin opening in late



2007.

The full-service, boxing-themed salon provides competitively-priced haircuts and is known for its specially-chosen staff of attractive female hairstylists wearing Knockouts Girls™ boxing uniforms. The salons also specialize in color/lightening, massage therapy, manicures, pedicures and hair waxing.

Knockouts offers a pampering experience for men that

is not available at other discount walk-in salons, such as providing large leather chairs, individual flat screen TV's with remote controls at each station and complimentary beer. The environment is upscale, yet casual and fun, as the stylists cut hair inside two boxing rings.

"Of the franchises that we researched prior to investing, Knockouts has one of the strongest business models with the most potential for growth – not just in Indiana, but nationwide," said Alan Boyton. "They have strategically segmented the

market to target men and to create the perfect concept for full-service grooming for men with a goal to provide them with both an exceptional and affordable grooming experience."

Alan and Marena have spent much of their adult lives in Indiana and are happy to bring the Knockouts concept to their state.

About Alan and Marena Boyton

Marena is originally from Greenville OH and Alan was originally from Carteret NJ. Marena and Alan first met in the "Castleton" area of Indianapolis in 1989. Alan & Marena "reconnected" in July 2004. (While Marena was living in Fort Wayne IN, raising a son [who is now 8] and while Alan was living in Phoenix AZ [after 10 years in Indianapolis as a single father raising his daughter through the Hamilton Southeastern IN school system and through graduation at Indiana University- Bloomington]). Their

relationship developed into a "Harry Met Sally" story which eventually led to them becoming engaged in Las Vegas NV June 2005 and married there in January 2007.

They are "**Back Home Again in Indiana,**" since late March 2007, settling in the ever growing, prestigious Fishers/Geist IN area (north east of Indianapolis). Marena has 5+ years as a very successful Senior Loan Processor in the mortgage loan industry. Alan has 25+ years of distinguished career in phar-

maceutical sales/management industry.

Alan's (26) year old daughter was married in Carmel IN in July 2006 to her Hamilton Southeastern and IU "high school and college sweat-heart." Alan's daughter and husband currently reside in the suburbs of Philadelphia PA, as the husband is attending medical school, with the expectation they will come "back home" to build a practice in central Indiana.

