

KNOCKOUTS®

HAIRCUTS FOR MEN

Knockouts Welcomes Boston Couple—Celebrates Franchise Sale of Four States in New England

Irving, Texas-based Knockouts Haircuts for Men has sold the franchise rights for four states in New England to a Boston couple, Bing and Winnie Yeo. The deal is the first in the Northeast for the boxing-themed hair salon that caters exclusively to men. Terms of the deal were not disclosed.

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, Las Colinas/Irving, Lewisville and Southlake, Texas; Denver, Colorado; Atlanta/ Buckhead, Georgia and St. Louis, Missouri. The New England stores are expected to begin opening in late 2007 and early 2008.

The full-service, boxing-

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

ment is upscale, yet casual and fun, as the stylists cut hair inside two boxing rings.

“We are excited to bring Knockouts to the New England area,” said Bing Yeo.

“Knockouts is the perfect concept in full-service grooming for men with a goal to provide

them with both an exceptional and affordable grooming experience.”

Bing and Winnie, who have been married for 9 years, are both originally from Hong Kong and have been living in the US for over 17 years in cities such as Columbus, Chicago, Atlanta, and now Boston. Bing has been in business consult-



Knockouts offers a pampering experience for men that is not available at discount walk-in salons, such as providing large leather chairs, individual flat screen TV's with remote controls at each station and complimentary beverages. The environ-

ing and management for over 12 years and specializes in business and operations strategy, process re-engineering, general management, and business development. Winnie runs an information technology consulting company which helps improve companies' business operations with tech-

About Bing and Winnie Yeo

Bing and Winnie, who have been married for 9 years, are both originally from Hong Kong where they grew up under a unique British colonial system in a homogeneous Chinese society. They have been living in the US for over 17 years and have moved around the country, having lived in Columbus, Chicago, Atlanta, and now Boston.

Bing has been in business consulting and management for over 12 years and specializes in business and operations strategy, process re-engineering, general management,

and business development. During the Internet boom in the late 1990s and early 2000s, Bing helped a number of startups get off the ground and grow to become sustainable businesses. Bing has also served as general manager at EXPO Design Center, responsible for more than \$40 million in annual sales and over 150 associates. He is fluent in both Cantonese and Mandarin. He obtained his MBA in Finance and Marketing with distinction from top-ranked Kellogg School of Management at Northwestern University.

Winnie runs an information technology consulting company which helps improve companies' business operations with technology solutions. She has worked with Fortune 100 clients as well as small and medium-sized enterprises on projects throughout Americas, Europe, and Asia Pacific.

