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**TRIA BEAUTY EXPANDS RETAIL AVAILABILITY
TRIA Laser Hair Removal System To Debut on QVC®**

January 29, 2009 – Pleasanton, CA – TRIA Beauty, the leader in at-home aesthetic devices, today announced distribution through QVC, one of the largest multimedia retailers in the world.

“We are excited to join forces with QVC to deliver TRIA Laser Hair Removal System to consumers nationwide,” said Kevin Appelbaum, CEO of TRIA Beauty. “The expansion to mainstream distribution is a clear sign that the home device market has matured. TRIA Beauty is poised as the leader in the space.”

The TRIA Laser Hair Removal System is scheduled to debut during the *Beauty Newsmakers Face-to-Face* broadcast on Sunday, February 1 at 5:00 p.m. (ET). Bob Grove, Ph.D., Founder and Chief Technology Officer of TRIA Beauty, is scheduled to appear during the broadcast to demonstrate the benefits of the device and the story behind its creation.

"With its innovative technology, the TRIA Laser Hair Removal System is the perfect addition to our growing list of Beauty Newsmakers," said Allen Burke, director of beauty merchandising for QVC. "The QVC debut will provide customers the opportunity to learn more about the device and the benefits it will offer to them."

TRIA Personal Laser Hair Removal System is the first hand-held laser for at-home hair removal cleared by the FDA and available for sale directly to consumers in the US market. TRIA Laser Hair Removal System was developed by the same team of scientists that invented the professional technology back in 1993. It uses that same laser technology as those professional devices, which are still considered the gold-standard among dermatologists and plastic surgeons.

In addition to the expansion through QVC and QVC.com, the TRIA Laser is currently sold in the U.S. at Bergdorf Goodman, STUDIO at Fred Segal, Bliss Spas, select physician offices and at www.triabeauty.com.

About TRIA Beauty

TRIA Beauty, formerly known as SpectraGenics, is a leader in light-based therapeutic beauty systems that incorporate clinically-proven aesthetic technologies for at-home personal care regimens. In 1993 Robert Grove, Ph.D., and a team of American dermatologists and engineers developed the first diode laser for hair removal utilized by physicians in their medical practices. In 2003, these individuals assembled an internationally renowned team of experts in the field of aesthetic lasers to begin the development of its flagship TRIA device and future innovations in science-driven consumer beauty products.

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