

FOR IMMEDIATE RELEASE

Contact: Liz Mefford
Rpr Marketing Communications
212.317.1462
Liz.mefford@rprny.com

**TRIA BEAUTY BRINGS A-LIST HAIR REMOVAL TO
THE HBO® LUXURY LOUNGE®
Celebrities Love TRIA Laser Hair Removal System at the Pre-Emmy's Suite**

October 1, 2009 – Pleasanton, CA – TRIA Beauty, the leader in at-home aesthetic devices, gave the gift of at-home laser hair removal to celebrities at the exclusive HBO® Luxury Lounge® in celebration of the 61st Annual Primetime Emmy Awards. The HBO® Luxury Lounge®, produced by mediaplacement entertainment incorporated in conjunction with HBO®, showcased premier lifestyle products at the Four Seasons Hotel in Beverly Hills.

A-list attendees scooped up the safe, convenient and simple-to-use TRIA Laser Hair Removal System to get permanent hair-free, red carpet-ready skin. Stars like Kara DioGuardo of “*American Idol*,” cast members from Emmy-award winning shows “*30 Rock*” and “*Mad Men*,” and Emmy Host Neil Patrick Harris, star of “*How I Met Your Mother*,” were delighted with their TRIA LHRS.

Neil Patrick Harris, who brought his mother to the HBO Luxury Lounge, joked, “We can use this on Dad’s shoulders!”

“My partner said I need to be de-furred,” admitted Kara DioGuardo.

“We seriously talk about [hair removal] all the time,” said Richard Sommer from “Mad Men.” “My wife is so excited!”

“I’ve been waiting to try laser hair removal,” said Katrina Bowen from “30 Rock.”

“We’re happy the TRIA Laser was so well received,” said Drake Stimson, EVP of Marketing & Sales at TRIA Beauty. “Their excitement reaffirms our belief that the TRIA Laser Hair Removal System is an ideal beauty product for style-conscious consumers who want to look and feel their very best all the time.”

The TRIA system is the first and only FDA cleared at-home laser for hair removal that enables users to achieve real laser hair removal in the privacy of their own home - eliminating the need to ever shave or wax again. TRIA Laser Hair Removal System was developed by the team of scientists that invented the professional technology in 1993. It uses that same laser technology to deliver the same type of results as those professional devices, which are still considered the gold-standard among dermatologists and plastic surgeons.

TRIA Laser is currently sold on QVC and QVC.com, Neiman Marcus, Nordstrom, 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 dermatologists and engineers developed the first diode laser for hair removal utilized by physicians in their medical practices. These devices are still considered the gold-standard among dermatologists and plastic surgeons. In 2003, these individuals assembled an internationally renowned team of experts in the field of aesthetic lasers to begin the development of its flagship laser hair removal system and future innovations in home-use energy-based beauty products.

###