

FOR IMMEDIATE RELEASE

Contact: Megan Driscoll
Lindsey R. Coyle
Behrman Communications
212-986-7000

TRIA BEAUTY, INC. ANNOUNCES PARTNERSHIP WITH TIFFANI THIESSEN
Versatile Actress to Engage in Marketing Activities around TRIA's Hair Removal Laser

Dublin, CA, January 11, 2012 –Today, TRIA Beauty, Inc. announced its partnership with popular actress, Tiffani Thiessen, on behalf of their Hair Removal Laser. TRIA's Hair Removal Laser is the first and only FDA-cleared laser available for at-home hair removal and is proven to deliver permanent results. Under this new partnership, Ms. Thiessen will participate in various public relations and marketing activities.

"I became familiar with the TRIA Laser Hair Removal System at the end of 2011 and was excited about the convenience it provided to me, particularly as a working mother," stated Ms. Thiessen. "The fact that it is FDA-cleared and proven safe and effective made me excited to pursue this partnership."

Ms. Thiessen is a beloved actress, best known for her star-making turns on *Beverly Hills 90210* and *Saved by the Bell*. She is currently starring in the popular USA Television Series, *White Collar*. Ms. Thiessen is married to actor Brady Smith and in June of 2010, they welcomed their first child, daughter Harper Renn Smith. Ms. Thiessen also is the head of her own production company, called Tit 4 Tat Productions and co-founder of the children's furniture line, PetitNest™.

"When TRIA was identifying potential celebrity partnerships to pursue last year, Ms. Thiessen jumped out at our team as a natural fit," stated Danika Harrison, Senior Vice President Global Marketing, TRIA Beauty, Inc. "Her combination of being a talented actress and businesswoman, fashionable role model and committed mother is very relatable to the TRIA consumer. We are looking forward to working with her over the coming year."

Ms. Thiessen will be working on activities related to the TRIA Hair Removal Laser. The TRIA Laser provides freedom from constant shaving and waxing and is less expensive and more convenient than in-office treatments and waxing appointments. When used as directed, the TRIA Laser is clinically proven to be suitable for light to medium skin tones and effective on brown to black hair. An integrated skin sensor confirms appropriate skin tone and unlocks the laser before each treatment. The TRIA Laser's easy-to-use digital display and five comfort settings allow for a truly "smooth" experience.

About TRIA Beauty, Inc.

TRIA Beauty, Inc. creates light-based skincare products that deliver professional results at home.

It revolutionized the hair removal industry with the TRIA Hair Removal Laser, the first and only FDA-cleared laser available for use at home that is safe, effective and permanent. TRIA then pushed beauty boundaries with the TRIA Skin Perfecting Blue Light, a breakthrough, FDA-cleared, blue light therapy that penetrates beneath the skin surface to eliminate bacteria, reduce inflammation and help deliver clear, healthy-looking, even-toned skin without harsh side effects. www.TRIABeauty.com