

FOR IMMEDIATE RELEASE

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TRIA BEAUTY, INC. ANNOUNCES FILING OF S-1 REGISTRATION STATEMENT

Dublin, CA (January 30, 2012) –TRIA Beauty, Inc. today announced that it has filed a registration statement on Form S-1 with the Securities and Exchange Commission relating to a proposed initial public offering of shares of its common stock. The number of shares to be offered and the price range for the offering have not yet been determined.

Morgan Stanley & Co. LLC and Piper Jaffray & Co. are acting as joint book-running managers and Wells Fargo Securities, LLC is acting as co-manager of the proposed offering.

The offering will be made only by means of a prospectus. When available, copies of the preliminary prospectus relating to the offering may be obtained from: Morgan Stanley, via telephone: (866) 718-1649, email: prospectus@morganstanley.com, or standard mail: Morgan Stanley & Co. LLC, 180 Varick Street, 2nd Floor, New York, NY 10014, Attention: Prospectus Department, or from Piper Jaffray, via telephone: (800) 747-3924, email: prospectus@pjc.com, or standard mail: Piper Jaffray & Co., 800 Nicollet Mall, J12S03, Minneapolis, MN 55402, Attention: Prospectus Department.

A registration statement relating to these securities has been filed with the Securities and Exchange Commission, but has not yet become effective. These securities may not be sold nor may offers to buy be accepted prior to the time the registration statement becomes effective. This press release shall not constitute an offer to sell or a solicitation of an offer to buy nor shall there be any offer or sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of such state or jurisdiction.

About TRIA Beauty, Inc.

TRIA Beauty brings clinically-proven light-based aesthetic medical technologies out of the physician's office and into the home. We sell easy-to-use, FDA-cleared handheld medical devices directly to consumers (over the counter) that deliver results comparable to professional aesthetic treatments at a fraction of the cost. Our *Hair Removal Laser* is a diode laser device that provides permanent reduction in hair regrowth and our *Skin Perfecting Blue Light* uses high-intensity blue light to treat mild to moderate acne.