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# **Marathon Projects Ltd.**

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## **Bosley Appoints Marathon Projects To Be Its Licensing Agent**

(Midland Park, NJ - July, 2008) Bosley, the world's most experienced hair restoration expert, has appointed Marathon Projects as its licensing agent. Marathon Projects will oversee the program with a focus on complementary hair restoration and hair treatment products including Minoxidil Topical Solutions; Hair Appliances; Hair Conditioners, Shampoos and Finishing Products; Brushes and Combs; Skin Lotions and Conditioners; Vitamins and Shaving Products.

Craig Kalter, President of Marathon Projects said, "For over 30 years, Bosley has been on the cutting edge of hair restoration with its pioneering advancements in hair transplantation and its reputation for excellence in patient treatment and care. This along with thousands of success stories of satisfied clients has made Bosley the #1 brand in hair restoration. We look forward to implementing this new licensing strategy as a natural extension of the Bosley brand and its hair restoration brand mission. We anticipate that the strong affinity that many of the Bosley consumers have with the Bosley brand will provide a strong foundation for many of the licensed Bosley products."

George Fettig, Bosley's Vice President of Marketing states, "The Bosley brand is among the most recognizable and respected in the hair restoration industry. Adding the Bosley name to a line of complementary products will not only expand the retail presence of the Bosley brand name but also will provide licensees with a brand name that consumers trust for quality and expertise. This program will contribute greatly to making our brand synonymous with complete hair care solutions."

### **About Bosley**

Bosley is the world leader in hair replacement and medical hair restoration, having performed more than 200,000 hair transplant procedures on men and women from 60 different nations who suffered from hair loss and progressive baldness. You can learn more about Bosley hair replacement techniques at [www.Bosley.com](http://www.Bosley.com).