



Milano Software Announces New Category at NAHA 20 *Salon Master of Business Award (Salon MBA) Added for NAHA 2010*

Richmond Hill, ON (August 11, 2009) – Milano Software recently announced its sponsorship of the North American Hairstyling Award's (NAHA) newest category Salon MBA during the NAHA 20 Awards Ceremony on July 19, 2009, at the Mandalay Bay Convention Center in Las Vegas. Produced by the Professional Beauty Association (PBA), NAHA is the most prestigious photographic beauty competition in North America, celebrating the artistry and skill of the professional salon industry. In the past, individuals were recognized in 12 categories of excellence during a star-studded awards ceremony. This year, the new category will allow business-savvy salon owners the opportunity to show off their labors of love.

The Salon MBA will recognize business excellence in areas of client service and loyalty, prudent and effective business strategies and the best practices in people management and growth. To compete for the Salon MBA, entrants need to submit three images of their salon design, including reception, retail and services area; generate at least \$300,000 in sales revenue, be the legal owner of the salon and be involved with day-to-day operations; have at least three licensed professionals and have been in business for at least three years.

"We are very proud to work with PBA to develop this new category for NAHA 2010," admits CEO of Milano Software, Paul Pagliaro. "The successful salon integrates fabulous style with excellent business management."

"This is an interesting and unique category for us to introduce this year," adds Wendy Forakis, business relations manager at PBA. "We're excited about the opportunity for salon owners to show their depth and creativity in business management."

Milano Software encourages salon owners from both Canada and the United States to enter the Salon MBA category. Entries are only accepted online and will open in fall 2009. Entries are due by February 8, 2010. Check www.probeauty.org/naha for details and updates.

About Milano: Milano has been providing comprehensive software based management solutions for the retail market, with a focus on the beauty industry for over 15 years. Milano has experienced tremendous growth in the salon, spa and medi spa industries as these companies begin to realize the benefits associated with a system that integrates POS, inventory control, salon management and business management tools in one complete system. For more information, visit www.milanosoftware.com

About PBA: The Professional Beauty Association is made up of salons and spas, distributors and manufacturers dedicated to improving their individual businesses and the industry as a whole. Led by industry volunteers, the association offers: business tools • education • government advocacy • networking • and more. Visit www.probeauty.org or call 800.468.2274 (480.281.0424) to learn more.

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