

Sport Clips Cuts Into U.S. Market with \$2M Campaign

Georgetown, Texas, June 23, 2003 – Sport Clips Inc. has unveiled a \$2 million national marketing campaign, the company announced.

Austin agencies MQ&C Advertising Inc. and TKO Advertising Inc. have teamed to provide media buying and creative duties for the “Guys Win” marketing campaign, according to the hair cutting franchise company.

Sport Clips’ first national campaign will target customers, stylists and potential franchisees. The company’s franchisees, including a handful of company-operated stores, operate 111 stores in 34 markets. There are another 220 stores subject to franchise agreements to open, pending attachment to a leased location. System wide revenues for 2002 exceeded \$25,000,000. Franchises have been signed in 11 states

About Sport Clips

Sport Clips, is a national franchise specializing in men and boys’ haircuts in a sports-themed environment. Since it’s founding in 1995, the company has been ranked near the top of thousands of franchises by three leading national publications. Presently there are 111 locations throughout the U.S.