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PRESS RELEASE

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For Immediate Release

AND THEY SAID CAN ANYTHING GOOD COME OUT OF RICHMOND? Richmond Native and Entrepreneur Relocates Salon to Help Boost Local Community

San Pablo, CA September 1, 2009 – Michael E. Parker, award-winning entrepreneur, author of “Who Said So?,” winner of the coveted 40 under 40 award by the East Bay Business Times for the Bay Area’s most promising Entrepreneurs, guest on Fox Business News and NBC, sought after trainer and business consultant, featured speaker and Richmond native returns to local area by relocating his thriving, upscale salon and day spa to Richmond/San Pablo area to help boost the community.

Born in Oakland and raised in Richmond, Michael E. Parker faced many obstacles growing up in the heart of the Richmond community. With a childhood full of struggles, attending multiple elementary schools, witnessing his mother deal with domestic violence and for a time living in a shelter for battered women, his stepfather being murdered in San Francisco, his uncle being murdered in Richmond and many of his family members impacted, and still impacted, by the violence in his hometown, Michael was fortunate enough to have people come into his life at an early age that provided an example of an alternative to the lifestyle he was experiencing every day. *“One of the most powerful things is a mind that still has hope! By seeing an alternative lifestyle it created a crossroads giving me an option to choose. Many times this is all our youth need is to see an alternative,”* says Michael. Recognizing he had a choice of how he would continue to live his life, Michael chose the opportunity to improve his circumstances and

went on to attend college graduating from California State University, East Bay with a Bachelors and Masters degree in Business Administration.

Putting his degrees to work, after gaining valuable experience working at Toyota as a project manager and being trained in Japan (Michael was hand selected by Akio Toyoda, Toyota's current President to receive specialized training in Toyota City, Japan) on lean management principles, Michael decided to start his own businesses using these philosophies and applying them in the services industry. From this decision, Jovance Salon and Day Spa was born, a salon specializing in delivering high quality hair care in a fraction of the amount of time of conventional shops, while still giving the experience of an upscale salon. Recognizing the opportunity that the Richmond community provides, and never being able to forget his affinity to this community, Michael relocated Jovance from its successful location in Vallejo, CA to Hilltop Plaza, right off of Richmond Parkway. *"It is ironic that I would end up moving my corporate headquarters and new salon so close to the neighborhood that I went through so many struggles. Essentially, my challenging experiences became a university of knowledge that has made me a better person by teaching me how to persevere through obstacles, overcome fear, deal with my emotions, and how to lead while never losing sight of what it is really like to be without."*, states Michael. Jovance currently holds a loyal customer base, serving an average of 220 clients per week for salon and spa services. Because of their commitment to excellence, the majority of Jovance clients will continue to patronize Jovance in their new location, helping to stimulate the local economic development and growth of the Richmond/San Pablo area by providing more jobs and tax dollars.

Jovance Salon & Day Spa officially opened at its new location in Hilltop Plaza, a few doors down from Barnes & Noble, on August 13, but will be celebrating their grand opening on Labor Day, this Monday, September 7 from 1 p.m. to 4:30 p.m. The community is invited to attend the event, tour the salon and spa, meet the stylists and technicians all while enjoying live music and an outdoor barbecue. Lunch tickets will be distributed for each \$10 donation made to lifeskills 411, a non-profit organization Michael started to benefit youth by teaching them the lifeskills necessary to make the right choices in life and

recognize their own opportunities to be successful. To RSVP for the event, or for more information please contact Jovance Salon & Day Spa at (510) 223-2900.

Jovance Salon & Day Spa offers an array of salon, spa and barbering services. The team of stylists specializes in textured hair and provides a unique mix of experience and knowledge of the latest hair trends. From the talent of the protégés to the advanced skill of their master stylists, Jovance provides clients with excellence in healthy hair care, thermal styling, and hair enhancement services. The spa services provided at Jovance offers quality massage, skin and body treatments focusing on assessing client needs and assisting clients in obtaining healthier skin and muscle tension relief, in a stress free environment. Barbering services include fades, tapers and creative designs all in a relaxed and comfortable environment complete with a flat screen television. Exceptional hospitality and attentive customer service in a clean and friendly atmosphere has earned the salon numerous honors including “the Best Salon and Day Spa in Solano County” for several years. www.jovance.com

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If you would like more information about this topic, or to schedule an interview with Michael E. Parker, please call Bella Survine at (510) 812-3475 or email Bella at bsurvine@stellarenterprise.com