



FOR IMMEDIATE RELEASE

Regis Takes its E-Commerce to the Cutting Edge with Escalate Retail's™ Blue Martini® Solutions

San Diego, CA, January 8, 2008 – Escalate Retail™ today announced that Regis Corporation, a global leader in beauty salons, hair restoration centers, and cosmetology education, has selected Escalate's Blue Martini® E-Commerce Suite, including the Contact Center, Relationship Marketing, and Business Intelligence applications.

Regis selected Escalate's Blue Martini as its e-commerce platform in order to strengthen relationships and provide better customer service to its worldwide network of franchise salons, which includes many of the beauty industry's best-known brands. The e-commerce platform will allow franchisees to order hairstyling products and tools quickly and efficiently, and it addresses key business needs including:

- Improved inventory and order visibility on both the franchise and corporate side;
- A platform to manage loyalty and rebate programs;
- The ability to run many different microsites representing Regis' multitude of brands; and
- Support for international requests, languages, and currencies.

Regis also needed the ability to manage its e-commerce operations without constant, heavy involvement of its IT staff. Escalate's Blue Martini proved to be an easy-to-use solution that provides the robust capabilities required by Regis' global business. With availability of products through a worldwide e-commerce platform, Regis will make it easier for salons and stylists to order Regis products and tools, and help franchisees deliver a better customer experience.

Escalate Retail's Blue Martini E-Commerce Suite is a feature-rich software solution that enables retailers to enhance web content, drive e-commerce revenue, ease administration, and create passionate customers by providing the best possible online shopping experience every time.

"Escalate is excited to welcome Regis to our rapidly growing base of industry-leading retailers, and we look forward to working with Regis to optimize their online presence," said Brian Dean, SVP, Strategy and Marketing for Escalate Retail. "Escalate's Blue Martini E-Commerce Suite will enable Regis to connect more closely with its franchise salons and stylists, offering them the products they need to keep each client coming back."

About Regis Corporation

Regis Corporation (NYSE: RGS), headquartered in Minneapolis, Minnesota, is the beauty industry's global leader in beauty salons, hair restoration centers and cosmetology education. As of September 30, 2007, the Company owned, franchised or held ownership interests in over 12,500 worldwide locations. Regis' corporate and franchise locations operate under concepts such as Supercuts, Jean Louis David, Sassoon Salon, Regis Salons, MasterCuts, Trade Secret, SmartStyle, Cost Cutters and Hair Club for Men and Women. In addition, Regis maintains ownership interests in various other salon concepts such as Cool Cuts 4 Kids, and the Beauty Takashi and Beauty Plaza concepts in Japan. System-wide, these and other concepts are located in the U.S. and in eleven other countries in North America, Europe and Asia. Regis also maintains a 50 percent ownership interest in Intelligent Nutrients, a joint venture that provides a wide variety of certified organic products for health and beauty. For more information, visit <http://www.RegisCorp.com>.

About Escalate Retail

Escalate Retail software solutions are behind the scenes at many of the leading customer-focused retail organizations. With solutions spanning the enterprise from Planning through Point-of-Service, Escalate products help over 650 retailers simplify their multi-channel challenge and turn valuable customer insights into actions that drive sustainable loyalty and repeat business. The company maintains headquarters in San Diego, CA and Delray Beach, FL with four additional satellite offices located across North America and Europe. For more information, visit www.EscalateRetail.com.

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