

FOR IMMEDIATE RELEASE

Media Contact:

Cristina Salinas
Lorenzo Communications
cristina@lorenzocommunications.com
512-586-6955

INDIQUE HAIR INTERNATIONAL ADDS INDEPENDENT BEAUTY SUPPLY CO., INC. TO GROWING DISTRIBUTOR PROGRAM

Full Service Professional Distribution House To Offer Indique Indian Hair Extensions

NEW YORK – February 17, 2009– Indique Hair International today announced Independent Beauty Supply Co., Inc. (IBS), a new member of its distributor program, has joined the growing number of professionals who offer the finest hair extension products to their clients. With the growing demand for Indique Virgin Hair in the Tri-state area, IBS, which is a full service professional distribution house, is poised to meet the demand for Indique products and deliver quality service to both professionals and end users.

The New Jersey-based supplier will offer the entire Indique line including the BOUNCE Collection™ which offers steam permed Indian virgin hair, the HYSTERIA Collection™ which features colored Indian hair, the EUPHORIA Lace Wig Collection™ a line of all virgin Indian hair lace wigs, as well as the company's flagship line, the PURE Collection™.

"Independent Beauty Supply Co., Inc., is well respected as a leader in the beauty industry," stated Ericka Dotson, Co-Founder and Director of New Business Development, Indique Hair International. "We believe customers and professionals alike will find Indique Hair lines and IBS products perfectly combine to create amazing hairstyles for every occasion."

"We are proud to be a part of the Indique program because their products have defined a new level of quality for our industry," commented Tyrone Rose, Vice President of Sales and Marketing, Independent Beauty Supply Co., Inc. "Additionally, both IBS and Indique Hair International are committed to offering exceptional customer service at all levels."

Luxurious Indian hair is a cultural heritage that reaches back thousands of years. Indique's unique Indian virgin and natural human hair extensions are lustrous, and tangle free. Indian hair is of outstanding quality since it has never been exposed to harsh chemical treatments and has been groomed in natural herbal oils.

Indique's Remy hair extensions are unparalleled because the virgin hair used only has cuticle layers facing the same direction from root to end. This ensures that the extensions well and guarantees natural wave, fullness, luster and remarkable usability. Light in weight and supple Indique hair has natural flow and movement. Chemical free Indique hair will enhance the length, color and texture of natural hair offering a flawless and refined weave or hair extension style. Indique hair can be washed, blow-dried, curled, flat ironed, colored and permed and still maintains its original beauty and vitality allowing it to be reused for up to one year.

About Independent Beauty Supply Co. Inc.

With more than 35 years of experience in the professional segment, Independent Beauty Supply (IBS) is a full service distributor specializing in providing salon exclusive brands of professional beauty products to licensed professionals. Its uniquely qualified sales team and established relationships with the leading manufacturers and educators in the industry enable IBS to provide you with the best products, professional education, service, and value. Independent Beauty Supply has two retail locations in New Jersey as well as an online store featuring the newly launched Zoe Line of all natural hair products. For more information, contact IBS at 1-800-427-4552, e-mail customerservice@IndependentBeauty.com or visit <http://www.independentbeauty.com>.

About Indique Hair International

With a winning combination of hair experts and stylists, and more than 25 years of industry experience, Indique Hair International provides 100 percent virgin human hair that is natural and of the highest quality. Luxurious Indian hair is a cultural heritage that reaches back thousands of years. The hair comes from South India where women groom their hair in traditional herbal oils such as amla and coconut oil and never expose their hair to chemical treatments. Indique Hair International's unique Indian virgin and natural human hair extensions are lustrous, and tangle free. Indique Hair International is the only company that produces hair extensions at the source. With headquarters in India, Indique Hair International has sales offices in Boston, New York, Miami and Texas. For more information, contact our sales department by phone at 1-877-556-4247 or visit <http://www.Indiquehair.com>.

###