

FOR IMMEDIATE RELEASE

**PURE Hair Inc. to Donate a Portion of January's Revenues
to Haitian Relief Funds.**

SANTA MONICA, Jan. 18 -- PURE Hair Inc. announced that the firm will contribute a portion of its revenue, through the end of January, toward Haitian earthquake relief efforts.

PURE has chosen to donate to the Save the Children charity. The agency, with offices in Port-au-Prince, is racing to provide immediate life-saving assistance, such as food, water, shelter and child-friendly spaces. To make a donation to this charity contact information is provided below:

SAVE THE CHILDREN

www.savethechildren.org

Haiti Earthquake Children in Emergency Fund

54 Wilton Road

Westport, CT 06880

800-728-3843

About PURE Hair Inc.

PURE Extensions is the first hair extension company to recognize and act on its responsibility to the environment. Located in Santa Monica, CA, PURE Hair Inc. provides the finest quality Remy human hair extensions with a completely non-damaging application process, ground breaking online certification program and an eco-conscious packaging approach. Recent product launches include the PURE Online Certification program narrated by Vivienne Mackinder and the Radical Creativity Kit.

More information is available at www.pureextensions.com and www.pureradicals.com

Media Contact:

Mark Jacobs

310.295.9800

mark@purehairinc.com