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Business News / San Francisco / Bay Area

**WEST COAST LEADER *MARINELLO SCHOOLS OF BEAUTY*
EXPANDS BUSINESS BASE IN NORTHERN CA:
SAN FRANCISCO, OTHER BAY AREA LOCATIONS**

Marinello Schools of Beauty, the **West Coast's largest and longest-established chain of beauty schools**, recently opened seven new locations in Northern California in November and December 2008, including four in the Bay Area: **San Francisco, Castro Valley, Hayward and San Mateo**. Marinello currently owns and operates 34 nationally accredited schools throughout California and Nevada. Additional recent Northern California acquisitions include **three formerly Elite Academy locations in Sacramento, Stockton and Concord**.

Marinello's San Francisco beauty school (formerly Miss Marty's Academy), offers beauty education-driven students and current career professionals a **full roster of state-of-the-art programs in cosmetology, esthetics, manicuring, teacher training, massage therapy and the internationally-recognized CIDESCO Certification Program**.

The San Francisco Marinello School of Beauty is **the only CIDESCO-certified school on the West Coast offering a CIDESCO diploma, the world's most prestigious qualification in the field of aesthetics and beauty therapy**. Represented in over 33 countries and 5 continents, CIDESCO, as the '*world's major international beauty therapy association*', has set the global standards within the esthetics field.

All the new Bay Area and other new Northern California locations offer Marinello's respected foundational, in-depth programs for cosmetology, esthetics and manicuring education. Marinello Schools of Beauty is owned by **B&H Education, Inc**, the rapidly-expanding leader in beauty education for **California's \$6 billion dollar professional beauty industry**, supplying a significant proportion of its new young beauty professionals.

For more information about Marinello's new Bay Area school locations in San Francisco (Mission St.), Castro Valley (Castro Valley Blvd.), Hayward (Main St.), and San Mateo (2nd Avenue), visit www.marinello.com or contact: Archana Kaushal, Director of Marketing at 562-945-2211 x 111; e-mail: archana.kaushal@marinello.com

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