

FOR IMMEDIATE RELEASE

One of America's Fastest Growing Franchises Launches a new Consumer Website using ElementsLocal™ Franchise Online Marketing Software *Sport Clips, Inc. launches newly re-designed website (www.sportclips.com)*

SAN LUIS OBISPO, CA (January 09, 2012) – Sport Clips Haircuts, the nation's leading provider of haircuts for men and boys with more than 850 locations, launched a new website this week using ElementsLocal, a Franchise Online Marketing Software platform that enables Sport Clips to BrandLocal™. This new website combines a proven software platform with cutting edge creative design to improve search placement and increase the conversion of inquiries to Sport Clips clients. "Our 2.5 year partnership with Sport Clips enables our combined team to produce extraordinary interfaces to communicate their unique brand message," says, Michael Boyer, COO of ElementsLocal.

The SportClips.com website features:

- Implemented SEO best practices
- Simplified navigation to make it easier for users to find Sport Clips locations near them
- Striking sports-themed visuals that are consistent with the Sport Clips in-store design

Sport Clips prides itself on providing clients with the ultimate haircut experience, the "MVP", which includes a relaxing, massaging shampoo with a hot towel facial and a neck and shoulder massage to finish, in a relaxing sports-themed environment. "Our new website was inspired by our unique Sport Clips Client Experience," said Martha England, Vice President of Marketing at Sport Clips, Inc. "SportClips.com features better search engine optimization and an enhanced user interface that will make finding our site easier and learning more about Sport Clips an enjoyable experience."

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Sport Clips, Inc., visit www.sportclips.com.

Sport Clips is headquartered in Georgetown, Texas and was established in 1995 by founder and CEO Gordon Logan. The franchise ranks in [Entrepreneur Magazine's](#) top 20 "fastest growing franchises" and in the top 100 in the "Franchise 500", in the top 10 in [Forbes'](#) "Top 20 Franchises To Start", and in the top 50 in Dun & Bradstreet's [AllBusiness.com](#) "2012 AllBusiness AllStars". Sport Clips is the "Official Haircutter" of the Veterans of Foreign Wars (VFW) and offers veterans preferential pricing on haircuts and franchises. Our "Help a Hero" program has donated more than three-quarters of a million dollars to help soldiers overseas and in hospitals call home through the VFW's Operation Uplink. Sport Clips is a proud sponsor of Joe Gibbs Racing's NASCAR drivers, Joey Logano and Denny Hamlin, and holds partnerships with several NCAA programs, and teams in the National Basketball Association (NBA), Major League Baseball (MLB), and National Hockey League (NHL). To learn about franchise opportunities [click here](#), and for locations throughout the United States, visit SportClips.com. For media resources and additional information on Sport Clips, visit SportClipsMedia.com.

ElementsLocal, visit www.elementslocal.com.

ElementsLocal is a software development company with 13 years experience building online marketing tools. In 2001, we created ElementsLocal, franchise online marketing software. Over 3,000 clients currently use this software platform to manage their local online marketing activities. Based in San Luis Obispo, CA, and founded in 1999, ElementsLocal clients include Home Helpers, Glass Doctor, CertaPro Painters, Floor Coverings International, Curves, Jiffy Lube, Sport Clips, among others. For more information on the company, visit www.elementslocal.com

ElementsLocal's executive team is available for speaking engagements and article contributions related to innovative franchise online marketing strategies. To coordinate, please contact Chad Jordan at (805) 547-1160, ext 211 or cjordan@elementslocal.com