



sunset tan

ABOUT SUNSET TAN //



Sunset Tan owners Jeff Bozz and Devin Haman located prime real estate for their flagship tanning salon in 2003 on the famous Sunset Strip, in the heart of Hollywood. With a client list that reads like a "Who's Who" of Hollywood, Sunset Tan ushers in a new era of world-class luxury tanning with its ultra-modern and chic sun spas. Combining sophisticated aesthetics, state-of-the-art equipment and close attention to clients, Sunset Tan invites its customers to indulge, relax, be pampered and feel like a celebrity.

With luxury lifestyle and celebrity as it's trademark, Sunset Tan quickly became the salon of choice for such starlets as Britney Spears, Megan Fox, Paris Hilton and Jessica Alba. The salon, an instant sensation known for it's beautiful clientele and dubbed as a hot-spot for celebrity patrons and paparazzi sparked the interest of a couple key executives from the E! Entertainment Channel. Thus, the concept for Sunset Tan the Reality Show came to fruition. The show itself, centers around co-owners Devin Haman and Jeff Bozz, and their stunning roster of employees; Erin Tietsort, Nick D'Anna, Ania Migdal, Janelle Perry, Jenae Alt, Keely Williams and the "Olly

Girls'' (the nickname for trainees Holly Huddleston and Molly Shea). Sprinkled into the allure of show is the salon's celebrity clientele. Viewers share the ultimate luxury experience with such names as Britney Spears, Chelsea Handler, Kim Kardashian, Mario Lopez, Karina Smirnoff, Jenna Jameson, Chris Kattan and Pauly Shore, proving that Sunset Tan is truly the celebrity salon of choice. Since it's debut, Sunset Tan has reached over 40 million total viewers in the United States, and ranks number 1 among Upscale Women 18-34 (\$75k+) against all other ad-supported networks. Sunset Tan was E!'s number one show in

it's first season, and aired roughly 10-15 times per week, increasing ratings with each new episode. The show has now become and International Phenomenon and reaches over 100 million viewers worldwide in 128 countries and is shown in 11 languages.

The old saying reads, when there's smoke there's fire. It wasn't long before Sunset Tan dominated the \$5 billion dollar indoor tanning industry through it's franchising. Investors around the country caught wind of Sunset Tan, and wanted to be a part of this growing company and all it encompassed. Behind the strength and experience of its existing salons sits a "dream team" of entertainment and franchising executives. Sunset

Tan is poised to

outpace the competition with the ultimate Hollywood tanning experience, calling for 500 franchise locations in the next five years. Already, area representatives are in place in seven states and the company is seeing strong demand from prospective franchisees. In addition to the 5 corporate salons Sunset Tan franchise has opened salons in California, Nevada, Texas & New Jersey.



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Hollywood lifestyle is an international phenomenon, and with the worldwide success of the salon, the show, and the franchise, so to launch the Sunset Tan signature line was a natural progression. The Sunset Tan signature clothing line launched in 2008, with an apparel line ranging from fashion wear to beach wear! The company launched it's own swimwear line in 2008, giving individuals the opportunity to don the same swimwear line worn by the Sunset Tan Cast. In 2008, Sunset Tan launched it's own indoor line of tanning products that provide an exquisite indoor tanning experience year round. Sunset Tan will launch it's first outdoor and sunless tanning collection in 2010.

This all is just the beginning... Sunset Tan has formed it's own production partnership, Sunset Tan Productions, and has an extensive slate of reality programming including Sunset Tan - Season 3. In addition to the reality slate, Executive Producers and Salon Co-Owners Jeff Bozz and Devin Haman have partnered up with the Executive Producers of Baywatch and Contrarian Vision to produce a 20 million dollar major motion picture "Sunset Tan - The Movie." The recently completed screenplay, which is currently in pre-production phase is set for wide release in 2010.

Sunset Tan is the pure definition of Hollywood glamour, providing an invitation to pull back the curtain for a peak into Hollywood and it's illustrious world. Sunset Tan, the premiere tanning salon in the world is more than just that.... more than a salon, it's an experience.





DEVIN R. HAMANCO-FOUNDER & CHIEF EXECUTIVE OFFICER

Devin Haman is a Co-Founder and currently serves as the Chief Executive Officer of LA Sunset Tan. Mr. Haman, a graduate of Valparaiso University, attended college on a football scholarship and received his Bachelor of Science in Mechanical Engineering. While attending college, he served as President of Theta Chi Fraternity and was awarded the Reginald E.F. Colley Award, the highest honor bestowed upon one outstanding undergraduate. Devin embarked on his journey by leaving his hometown of Indiana for Los Angeles.

There he entered into the field of commercial real estate. During his 16 year tenure with Joseph J. Blake & Associates, the largest independent nationwide real estate valuation and consulting firms, he served as the Vice President/Regional Manager. He was personally responsible for over \$100 billion in real estate valuations and served an extensive list of major national clients. Mr. Haman's accomplishments in real estate also include the development and sale of over \$10,000,000 in homes within the illustrious Hollywood Hills. Over the past 5 years, Devin has created one of the most successful tanning salon chains in the world – Sunset Tan. The company is known as the "Salon to the Stars". Devin also serves as Executive Producer and stars in E! Entertainment TV's hit Reality Television Series "Sunset Tan". Devin Haman is one of the founders and owners of Sunset Entertainment Group and is an Executive Producer in the process of producing several other television projects.

In addition, Devin is Co-founder and Owner of Beverly Hills Rejuvenation Center (BHRC) which is located in Los Angeles, California. BHRC opened in December 2005 and specializes in total health and wellness monitoring, planning and actualization to help improve health, well-being and self-esteem. While maintaining his impeccable reputation in real estate, tanning and anti-aging, Mr. Haman also co-founded several successful event/promotion companies including Hollywood Entertainment Group of which he is currently a partner/owner. Devin recently launched the already successful Sunset Tan clothing line and swimwear line as well as a very high line of indoor tanning products.

He is currently in the process of launching the Sunset Tan outdoor tanning products which will be available in 2009. Devin Haman was recently recognized in Item Magazine's "Power 100 List" and was named as the 100 most powerful people in the United States alongside the likes of Donald Trump, Steve Wynn, George Maloof, Arnold Schwarzenegger, Celine Dion and Leonardo DiCaprio.



JEFF BOZZ CO-FOUNDER/OWNER

The perennially bronze Jeff Bozz is Sunset Tan's enterprising front man and visionary. He is a Co-Founder and currently serves as the President of LA Sunset Tan. Following high school, the native Angeleno studied business at USC before pursuing a career in semi-professional beach volleyball. After 1992, Bozz attained his residential real estate license and a position as an agent at Coldwell Banker, where he won numerous awards for his outstanding achievements selling over \$100,000,000 in real estate. He is recognized as a top Producer in the Los Angeles area as well as Coldwell Banker's top 10% producer nationwide.

Over the past 5 years Jeff alongside partner Devin have successfully created and launched one of the most publicized and successful tanning salon chains in the world with a client list that reads like a "Who's Who" of Hollywood. In 2008 Jeff and Devin launched the franchise division and since then have area representatives in place in seven states as well as international prospectives.

Jeff Bozz also serves as a co-creator, Executive Producer and stars in the E! Entertainment TV's hit reality television Series "Sunset Tan". Jeff is also co-founder and owner of "Sunset Tan Entertainment Group" and is an Executive Producer in the process of producing several other television projects as well as a major motion picture due out in 2010! Bozz is also one of the founders and owners of a second entertainment company "Royalty 1 Entertainment" which specializes in television and feature film projects.

In addition, Jeff Bozz is co-founder of the highly successful event/promotion company "Hollywood Entertainment Group" which throw celebrity driven VIP events throughout the year. Jeff recently launched the Sunset Tan clothing and swimwear line including a very high end life of indoor tanning products. He is currently working on the launch of their outdoor products and self tanners which will be available in 2010. Jeff Bozz has been interviewed and published in numerous magazines including; Item Magazine's "Power 100 list", Entrepreneur, LA times, Franchise Times, Tanning Trends, Los Angeles, In Touch, 944 and Orlando Style.



LARRY RUDOLPH INVESTOR

In 1992, Larry Rudolph founded the entertainment law firm of Rudolph & Beer, which quickly became one of the preeminent entertainment law firms on the East Coast. Their high-profile clients include: The Backstreet Boys, Britney Spears, Justin Timberlake, Nick Lachey, 98 Degrees, and Jessica Simpson, to name a few.

Mr. Rudolph discovered Britney Spears in 1995, and established ReignDeer Management through which he managed the pop star throughout most of her career. He also has managed the careers of Nick Lachey, Toni Braxton and Ashley Parker Angel.

In the areas of film and television, Rudolph has produced the feature film "Crossroads" as well as a number of successful television series, including the MTV hits, "The Newlyweds; Nick and Jessica" and Ashley Parker Angels "There and Back". Today, Rudolph runs ReginDeer Entertainment, which is a full-service entertainment company involved in artist management, television and film production and consulting.



GEORGE MALOOF
INVESTOR

Adhering to his father's policy of learning the family business from the ground up, George J. Maloof, Jr. has successfully established himself as and innovator in the hotel and gaming industries.

George is the leading force behind the building and operation of the hottest property in Las Vegas, the Palms, which is owned by the Maloof family and has become one of the most sought-after destinations in the entertainment capital of the world.

As President of Maloof Hotels since 1986, George has overseen the operations of hotels throughout the Southwest and California, including the Fiesta Casino Hotel in Las Vegas, the Central Casino in Central City, Colorado and the Palms.

George has very strong ties to the Las Vegas community. He is a UNLV alumnus, where he received his bachelors degree in business administration (hotel management) in 1987



GARTH FISHER M.D., F.A.C.S. INVESTOR

Dr. Garth Fisher is a well re-known Board certified Plastic and Reconstructive surgeon in Beverly Hills. Along being the Assistant Clinical Professor of Surgery (Plastic) at the University of California, Irvine. His specialty is in aesthetic/cosmetic plastic surgery of the face and breasts, as well as skin rejuvenation procedures and programs.

Dr. Fisher is the Chief investor for Sunset Tan in the City of Los Angeles. His busy practice predominantly includes entertainers, celebrities and business executives from around the world. His surgical skills and judgment are sought after by a large international clientele

Selected as "one of the top plastic surgeons in the United States for facial cosmetic and breast surgery" in Best Doctors in America, an authoritative listing of the nation's top physicians in each medical specialty. He skillfully utilizes the latest proven advances in technology and innovations, including laser surgery and surgical scar minimization techniques.

Dr. Fisher has been consulted extensively for many television, news and magazine interviews. A partial list includes: ABC's Extreme Makeover, ABC's "Good Morning America," ABC's "Oprah," NBC's "Today," CBS Evening News, NBC Evening News, Entertainment Tonight, Access Hollywood, Extra, E!, The Discovery Channel, Elle, Allure, GQ, People, Details, in Touch Magazine, Los Angeles Magazine, Longevity, Town and Country, TV Guide and USA Today.



BROOKE BURKE INVESTOR

Recognized worldwide as the hottest tour guide and adrenaline junkie on E!'s popular travel series, "Wild On," seen in 120 countries and in more than 400 million homes. Brooke Burke is one of Sunset Tan's leading investors.

Brooke has made numerous television debuts such as hosting E!'s popular pop culture countdown series, "Rank." Along with being recently featured as the host of CBS reality series "Rock Star: Supernova."

Her travels have inspired a collection of internationally flavored beachwear called "Barely Brooke," manufactured in Italy. Victoria's Secret offers one of the Barely Brooke Collections in their ever-popular catalog.

PROFILES //



DEVIN HAMAN



JEFF BOZZ



HOLLY HUDDLESTON



MOLLY SHAE



KEELY WILLIAMS



JANELLE PERRY



JENAE ALT



ERIN TIETSORT

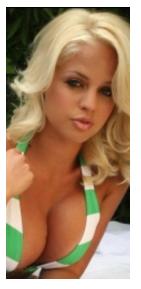


NICK D'ANNA



ANIA MIGDAL

PROFILES //



HOLLY HUDDLESTON

Title: Promo girl and sales associate in training

This blazing blonde model and actress from Ouartz Hill, California is one half of the infamous "Olly Girls". Holly is also a Bench Warmer and Lingerie Bowl Girl. Most recently she has graced the pages of Playboy and Details Magazine.



MOLLY SHEA

Title: Promo girl and sales associate in training

This bubbly young blonde from San Diego, California is one half of the infamous "Olly Girls". Molly is also a Bench Warmer and Lingerie Bowl Girl. Most recently she has graced the pages of Playboy and Details Magazine.



ERIN TIETSORT

Title: Manager, Santa Monica Location

She is freshly transplanted to L.A. from her home and family in Oklahoma. Erin majored in Health and Exercise in College and has aspirations to open her own gym.



JANELLE PERRY

Title: Manager, Las Vegas Location

Janelle was a star of Playboy Television's Weekend Flash and Totally Busted. She has been a Contestant on "Fear Factor" and a Host of "Ride America" for Spike TV. Janelle has been with Sunset

PROFILES //



NICK D' ANNA Title: Manager, Hollywood location

A native New Yorker Nick came west to make it as an actor and model.



ANIA MIGDAL

Title: Supervisor at the
West L.A. Location

The aspiring Fashion Dsiger was born in Poland and raised in Beverly Hills, Ania is the newest addition to the Sunset Tan family.



JENAE ALT
Title: Mobile Airbrush Artist

Soon to come



KEELY WILLIAMS Title: Manager, West L.A.

location

The former pageant queen graduated
Summa Cum Laude from the University of
Southern Mississippi with a degree in Communications.
Her passion is

the arts and opera singing.

CELEBRITY CLIENT LIST //

Andy Dick Antonio Sabato Jr. **Avril Lavigne Bijou Phillips Brian Austin Green Britney Spears Brittney Snow Brody Jenner Brooke Burke Brooke Burns Cam Gigandet** Carmen Electra Shia Labeouf **Chris Noth Christine Divine Courtney Love Daisy Fuentes David Boreanaz Debbie Gibson Denise Richards** Ellen K Giuliana Depandi Jamie Bergman Jenna Jameson Jennifer Lopez Jesse Metcalfe Jessica Alba

Wilson Echevarria

Lindsay Lohan Lisa Ling Matt and Luke Goss Matt Dillon Mickey Rourke Nicole Richie **Nicole Scherzinger** Nikki Hilton Oksana Bayul **Paris Hilton Rachel Hunter** Shannon Elizabeth **Shawn Hatosy Sheryl Crow Trent Resnor** Wilmer Valderrama **Adrien Brody Amy Poehler Christina Lindley Dash Mihok Eric Dane Nick Carter**

Snow Urbin

Susan Ward

Megan Fox

Sophie Monk

Rebecca Gayheart Trishelle Cannatella

SUNSET TAN PRODUCTS //

Step 1: Base Tan Builder and Step 2: Dark Tan Booster. A truly exceptional product, LA Sunset Tan's Base Tan Builder and Dark Tan Booster are applied together over the entire body, to extend the overall longevity of a tan and create beautiful glowing results year-round.

The Step 1: Base Tan Builder and The Step 2: Dark Tan Booster, available with either soft quarto technology or bronzing accelerator, these products use a unique collagen ingredient to help get dark color results quickly, and an intense moisturizer to help prevent premature aging and wrinkles.

The Step 1: Base Tan Builder and Step 2: Dark Tan Booster are available exclusively at LA Sunset Tan locations and online at www.sunsettan.com. Pricing ranges from \$100-125

LA Sunset Tan Clothing Line

LA Sunset Tan will soon take the fashion industry by storm, with the premiere of an exclusive casual clothing line, available only in the Palms Casino Resort and all LA Sunset Tan locations nationwide.

A perfect blend of laid back California style and sexy beachside comfort, the line offers everything from ladies fitted sweatshirts, colorful flip flops and trendy track shorts, to sizzling bikinis and stylish hats. The men's line features everything from laid back t-shirts, baseball-style caps and casual hoodies, to relaxed track pants and comfortable surf shorts...a great look for a day at the beach, or even a night out with the guys.

The LA Sunset Tan Clothing Line is available exclusively at the Palms Casino Resort in Las Vegas and at all LA Sunset Tan locations nationwide. Coming soon to an LA Sunset Tan near you....

Sunless Tanning Line

A complete sunless package for those who desire a beautiful golden glow year round.

Outdoor SPF Line

With skin-protecting nutrients and essentials, this exclusive outdoor line offers natural bronze results, with the benefit of complete SPF coverage. A great defense for all skin tones.

LA Sunset Tan Denim Line

An exclusive denim line for the truly fashion conscious, these stylish jeans are great for all shapes and sizes, feature custom embroidered pockets and come in a variety of styles, colors and cuts.

FRANCHISE //

LA Sunset Tan 's ultra modern sun spas are ushering in a new era of world-class, luxury tanning infused with sophisticated esthetics, state-of-the-art equipment and unparalleled pampering that allow our clients to bask in the pleasured of the good life! Now, the glitz and glamour of the Celebrity Salon of Choice are available to qualified individuals in select markets, with the LA Sunset Tan Franchise opportunity!

HERE ARE JUST A FEW HIGHLIGHTS AND BENEFITS OF THIS EXCITING AND EXCLUSIVE FRANCHISE OPPORTUNITY:

- Proven business model and concept since 2003, based on the operation of five existing Sunset Tan salons in Southern CA
- Dynamic leadership and management staff with extensive contacts and affiliations in Hollywood and the television and music industries
- Hit reality TV show Sunset Tan on the E! Entertainment channel! Check your local listings!
- Complete turnkey Salon Package-we take the headaches out of the build out process, and we'll even stock your shelves for you!
- Comprehensive Training Program that's second-to-none in the industry
- Grand Opening Extravaganza and Media Blitz in your market, that will include personal appearances from cast members of the Sunset Tan reality TV show!
- Extensive media coverage and public relationsreality TV show!
- Deep discounts on top-of-the-line tanning equipment
- Group purchasing of our proprietary line of tanning and skin care products
- Three distinctive franchise opportunities are available, including: single unit, multiple units, and Area Development Programsreality TV show!
- Initial investment starts at \$247,900 for single unit franchise.





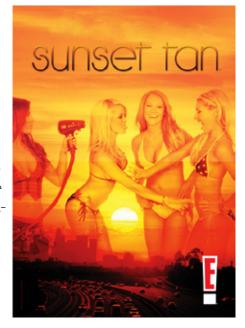
SUNSET TAN TV SHOW //

E! Network's top-rated reality series SUNSET TAN, takes viewers behind the scenes, and into the action

of one of Hollywood's most exclusive hot spots for the bronzed and the beautiful. In this weekly half hour series, Sunset Tan ventures inside tinsel town's epicenter for the privileged, superbly famous and utterly wacky, as viewers get a taste of life behind the glowing velvet rope.

In the middle of all the action are salon owners Jeff Bozz and Devin Haman, the cool headed masterminds behind the smoldering LA Sunset Tan enterprise. Viewers follow Jeff and Devin as they work their way to the top of the golden-brown food chain, schmooze the Hollywood scene, and try to maintain their sanity in a world where nothing ever stays the same.

Keeping Jeff and Devin on their toes as the corporate tanning ladder are: Nick, the young, cocky, ultimate deal maker and top salesman who will do anything to sell a tan; Erin, the "new girl" from Oklahoma who gets more than she ever bargained for at the infamous Sunset Tan; Keely,



the ambitious blond who doesn't take "no" for an answer; Heidi, a ball busting entrepreneur from Nevada who will do anything to be the next Sunset Tan executive; and of course there is Janelle, a cunning young woman, who nabbed last season's top job opportunity in the brand new Las Vegas location at the Palms Casino Resort.

Finally...everyone knows Sunset Tan wouldn't be complete without the infamous ditzy duo of trouble, ot erwise known as the "Olly Girls". These little blonde monsters cause a firestorm of chaos, constant drama and a daily headache for salon owners Jeff and Devin, but somehow are able to maintain their jobs and their continual penchant for punishment.

The 24 hour action never slows down at Sunset Tan, so be sure to lather on the lotion and tune-in; because a new season is coming back and you definitely wont want to miss it





SUNSET TAN TV SHOW STATS //

- Since its debut, Sunset Tan has reached over 40 million total viewers.
- Sunset Tan is E!'s highest rated new series first season.
- Ranks No. 1 among Women 18-34 against all other ad-supported cable networks.
- Ranks No. 1 among Upscale Women 18-34 (\$75K+) against all other adsupported cable networks.
- On average, the show held 95% of its audience during its first season.



Sunset Tan has reached over 100 million viewers in 128 countries in the following major territories, and is dubbed in 11 other languages as well (French, İtalian, etc.) UK İ France İ İtaly İ Europe İ NZ İ Australia İ Middle East



*Source Nielsen Media Research, Complete Season Premieres, Household COV AA%, 05/28/07-09/30/007; Against all ad-supported cable networks, VPVH; Marketbreaks, HHLD Median Income (2 t/c minimum); All telecasts (05/28/07-10/20/07), Cume P2+



MIAMILIVING



Entrepreneur









Franchise Times

"Colorful Characters" August 2008

"Power 100 list" May 2007

"Looking Good" Fall 2008

"Sunset Tan, the highest rated show on E! August 2007

"Sunset Tan featured" December 2007

"Sunset Tan's hit television show had made Franchising a reality" August 2009

"Tan Line" February 2008

"Sunset Tan Franchising" June 2009

"Reasons why Sunset Tan is so popular" November 2009

"Franchise show soppers" April 2008

"Show me the franchise" January 2008



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- "Spray on Tan" August 2006
 Best of L.A 2005" August 2005
- "Gold Rush" April 2008
 "LA's True Independents" July
 2006
- "The US BUZZZZ O METER" August 006
 "Getting Gorgeous" September 2005
 "Where Celebrities Get Gorgeous" March 2006
 "Paris By the Numbers" December 2003
- "Where to go for AirBrush Tanning" August 2006 "The Week L.A goes Oscar Wild" March 2005
- "A Gorgeously Golden Body" February 2006
- "The Star Treatment" October 2005
- "On the Air" July 2007 "Star Struck" August 2005
- "What it costs to look your best" May 2005 "10 best places to spot a star" August 2004
- "The Art and Science of Tanning" April 2005
- October 1, 2007/ By Jill Ermer "One of my guiltiest | pleasures on Sunday nights..."

June 17, 2007/ Michael Korb "And with E! Entertainment Television's new reality series "Sunset Tan"...a little color has never been sexier.











"How do Celeb's maintain their golden tans?"
June 2004

Todays İmage "Opening your salon?" January 2004

"High Tech Tanning" June 2003

June 4, 2007 "...a hilarious new reality TV show..."

August 27, 2007"..it's a decedent late summer treat."

On 8/22 Sunset Tan was the 9th most searched name among J. K. Rowling and Ryan Seacrest.

July 3, 2007/ By Laremy Legel

"Never has a show made me cringe and laugh on such a constant basis. Highly recommended for the summer!"

May 23, 2007 Peter Ames Carlin "Sunset Tan glistens with cleavage, airheads, decadence"

May 30, 2007/ By Dave White "...i'm already obsessing over it."

July 13, 2007

Listed Sunset Tan as one of Summer's Guiltiest Pleasures "all the ridiculousness is irresistible."

June 7, 2007/ Tony Pierce

"One of the more fascinating new shows on E!"



E! News "It's Good to be-Hilton Sisters" November 2003 E! News "Lindsay Lohan Loves Sunset Tan" March 2006 E! News "Modern Girls Guide to Life" May 2006



KTLA (WB) "Blind Date" December 2005



MTV (E! News) "L.A's best airbrush tan" April 2006



Entertainment Tonight "Sunset Tan" September 2005



VH1 "Fabulous Life of Hollywood's İT Girls" May 2005VH1 "Strip Search" June 2005



The Tonight Show "Lindsay Lohan" 2004



NBC's Extreme Makeover- Official Salon 2004 to present

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