

FREDERIC J. HOLZBERGER

BIOGRAPHY

A motivating and inspirational business man, Frederic Holzberger speaks from the heart and lives with passion about the beauty industry, design, trends and marketing. A brilliant entrepreneur, environmentalist and philanthropist, he built his company from a \$500.00 business loan into a multi-million dollar enterprise by continually inspecting what he expected and nurturing and growing his team.

Frederic is the Founder, CEO & President of the Aveda Fredric's Institutes in Cincinnati, Ohio and Indianapolis, Indiana. While working as a full-time electrician, he received his Bachelor of Science Degree in Business, with a major in Marketing, from Miami University in Oxford, Ohio. After graduation, Frederic worked as a sales and marketing specialist for Thomas & Betts Corporation, a leading electrical supplier. During his tenure at Thomas & Betts, he married a Licensed Cosmetologist and supported her in opening hair salons in the greater Cincinnati area.

Frederic began operations of Fredric's Corporation in 1983 with a strategic focus on the beauty, health and fitness industries. In 1985, Aveda Corporation granted Fredric's Corporation exclusive distribution rights to salons in the State of Ohio for Aveda Corporation's line of Environmental Beauty Products. Fredric's Corporation continued to experience growth and success as a single line distributor of Aveda serving the expanded territories of Ohio, Indiana, Michigan and Kentucky. Seventy eight percent of the salons serviced by Fredric's Corporation were also single line focused, exclusively carrying the Aveda brand.

With a focus on their customer, Fredric's Corporation held an annual educational conference called "Mid America Tour," to help inspire, grow and lead clients to greater success by bringing together the best talent in the industry. Frederic, himself, would also inspire the audience by sharing best practices and information on future business trends. Fredric's Corporation was honored and proud to celebrate 20 years of service to the salon and spa industry in 2005. In that same year, Aveda assumed distribution in the states of Ohio, Indiana, Michigan and Kentucky.

In 1994, Frederic entered the retail industry with the opening of the Aveda Environmental Experience Center at the Kenwood Towne Centre in Cincinnati, Ohio. From 1994-2001, he opened nine more Aveda Experience Centers. The majority of the Aveda Experience Centers operated by him ranked in the top 35% in sales of all Aveda Experience Centers located in the United States and Canada. In February of 2003, the Aveda/Fredric's owned stores were acquired by Aveda Corporation allowing for more streamlined support to the consumer and salon network.

In 1999, Frederic, along with his wife Julie, also a graduate of Miami University, opened the Aveda Fredric's Institute (AFI) located in Cincinnati, Ohio, offering courses that enable students to become licensed in Cosmetology, Esthiology and Manicuring. In addition to its dedication to high standards in beauty, health and education, the AFI also teaches its students about healthy lifestyles and environmental awareness. Students focus on theory, demonstrations and extensive practical, hands-on experience. Frederic believes that cosmetology is not just about cutting hair, it is about caring for people and the environment. It allows individuals to explore their creativity through a remarkable range of careers while earning a great living.

Under Frederic's direction, the AFI has received numerous awards including the Ohio State Board of Cosmetology Award of Excellence which has been given to the Institute each year since the awards' inception in 1999. This Award of Excellence was given to schools that placed in the top 20% of all schools as measured by passage percentage, and recognized that excellence is a result of the effort and energy of the staff and students. The Institute was a Cincinnati Better Business Bureau Torch

Award for Marketplace Ethics finalist in October of 2001 and was a Torch award winner in the Community Service Award in 2004.

The Institute's goal is to provide quality education and services while helping to fill the growing demand for licensed cosmetologists in the beauty industry. The Aveda Fredric's Institute has been called the "Harvard of cosmetology schools" – its students consistently rank among the top 20% in the state on their licensing exams. The school has been credited with raising the bar in customer service for their staff, educators, the students they teach and the clients that they serve. A second award-winning 16,000 square foot Aveda Fredric's Institute opened in Indianapolis, Indiana in November of 2005, located in Castleton Square Mall and the Cincinnati location relocated to a 28,000 sq. ft. facility in Voice of America Centre located in West Chester, Ohio, a Cincinnati suburb.

Frederic is very passionate about providing students unique opportunities to challenge themselves and through the assistance of the AFI have entered the North American Hairstyling Awards (NAHA) competition for the last three years and will again in 2010. Frederic and the AFI are proud to have 2 Indianapolis students named NAHA Student Hairstylist of the Year: Jessica Zehnder and Chelsea Vittorio, as well as 3 additional finalists from the Cincinnati location. Cincinnati alumnus, Daniel Holzberger, Frederic's son, has also been a NAHA finalist 8 times and in 2009 was awarded NAHA Editorial Hairstylist of the Year. These are all very high honors and speak to the commitment, dedication and talent of the 'future leaders, not followers, in the world of beauty and wellness.'™

The AFI Students are offered and encouraged to seek additional avenues to further their knowledge through advanced education classes, competitions and events. One of the most impactful educational experiences is the ProBeauty Association's Beacon program. From 2002-2009, sixty-five AFI students have been chosen by the Beacon program to attend the event which now includes the PBA Symposium, Cosmoprof and NAHA, giving them an exclusive opportunity to learn and be mentored by some of the most iconic salon owners and professionals in the industry, and to advance their future career.

To further their hands-on experience, Frederic partnered many years ago with the University of Cincinnati's DAAP fashion design program. This partnership provides AFI students the opportunity to create hair and makeup looks for the runway during DAAP's annual student fashion show. This experience has led to additional fashion show partnerships with Perdue University and Miami University Oxford, allowing AFI students to gain behind-the-scenes knowledge in the world of fashion and to work with future top end fashion designers.

Frederic ventured into the world of movie production in 2006 with the film "Kiss of the Vampire" (a.k.a. "Immortally Yours), filmed on location in Hamilton, Dayton and Cincinnati, Ohio which is currently out on DVD. He has since been involved in 2 additional motion picture projects: "Joy," filmed in Fairfield and Cincinnati, Ohio, and "Bare Knuckles" filmed in Los Angeles, California. Frederic's involvement stems beyond the role of producer; many students of the Aveda Fredric's Institute Cincinnati and Indianapolis have been given once-in-a-lifetime opportunities to assist with hair and makeup on the set of each one of these films. Students not only received invaluable experience in the world of motion picture hair and makeup, including special effect makeup, they also received individual movie credits.

Mr. Holzberger is also the founder of Project Daymaker, a "salon-on-wheels" founded in 1995, which travels (currently within the Cincinnati area only) to social service organizations and shelters and through the help of licensed cosmetologist volunteers strives to restore self-esteem in less fortunate men, women and children, one haircut at a time. The vision behind Project Daymaker is licensed professionals donating hair and beauty services for those in need, and with the aid of over 800 volunteers, Project Daymaker touched over 10,000 people.

In 2002, Frederic partnered with Cincinnati Habitat for Humanity to build one of the first Habitat Homes in Hyde Park, an upscale Cincinnati suburb. It was a unique partnership allowing an avenue for the Frederic's team, their families, salons, Experience Centers and the Aveda Frederic's Institute staff and students, to participate in helping build a future for a local father and his family. It continues to be a rich, rewarding experience, and with the environment in mind has evolved into exclusively remodeling homes vs. building from the ground up ultimately keeping tons of building materials out of landfills.

A philanthropist at heart, Frederic and his family have established the Holzberger Family Humanitarian Foundation which every year award financial assistance to many worthy organizations very close to their heart. This year's recipients included Big Brothers, Big Sisters, Junior Achievement, Habitat for Humanity, Dress For Success, Miami University Oxford Social Entrepreneur Program and many local community organizations.

"What you give and take from the roots you establish will nourish not only yourself, but others around you for years to come." This is one of Frederic J. Holzberger's core beliefs and he is living proof of the statement. Holzberger is an inspiration to entrepreneurs, business owners and their teams who are familiar with his keen foresight and ability to identify trends in marketing, business building systems and brand development within the marketplace and community.

In July of 2010 Frederic was inducted into the North American Hairstyling Awards Hall of Leaders. The Hall of Leaders Award recognizes outstanding contributions to the professional beauty industry. "As an entrepreneur, environmentalist, and philanthropist, Frederic Holzberger has worked from the ground up; becoming a modern American success story. Holzberger has built an eco-system as a single line distributor to service salons and spas, provided advanced education, built Aveda stores, and now operates academies to develop future leaders in the beauty industry. As the founder, CEO and president of the Aveda Frederic's Institutes, Holzberger and his family have become synonymous with the beauty industry and have left an indelible mark on the careers of many."

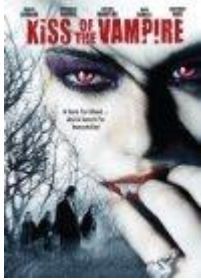
Frederic is a member of the National Speakers Association and is widely sought after for consulting and for his customized presentations. He is featured in the textbook "Marketing Yourself" as well as the books "Guts" by Kevin and Jackie Freiberg, "Secret Service" by John DiJulius and "Life as a Daymaker" by David Wagner.

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PRESTIGIOUS AWARDS AND APPOINTMENTS

- Aveda Distributor of the Year 1987
- Aveda Outstanding Environmental Award 1993, 1994, 1995
- Aveda Distributor Longevity Award 1995
- Aveda Sales Award 1995
- Aveda Lifestyle Sales Award 1995
- Aveda Master of the Arts 1995
- Cincinnati Better Business Bureau Torch Award Finalist – AFI 2001, 2002
- Cincinnati Business Courier Crescendo Award 1995
- Cincinnati / Northern Kentucky Entrepreneur of the Year Finalist (Wholesale/Distribution Category) 1996
- Cincinnati / Northern Kentucky Entrepreneur of the Year Finalist (Service Category) 1997
- Elected member of Fairfield Chamber of Commerce Board of Directors 1997-2002
- Cincinnati / Northern Kentucky Entrepreneur of the Year Winner (Emerging Category) 1998
- Numerous Industry Trade Show Awards
- Member of Fairfield, Ohio, Cincinnati, Ohio and Indianapolis, Indiana Chambers of Commerce
- Member of Children's Theatre Advisory Board
- Fairfield Business Person of the Year 2000
- Aveda Community Leadership Award 2000
- Award of Excellence, Ohio State Board of Cosmetology, Aveda Fredric's Institute 2000-2005
- Creative Thinking Association, Creative Thinking Award, March 2000
- Cincinnati Better Business Bureau Torch Award Finalist – Aveda Fredric's Institute 2004
- Fairfield Volunteer Spirit Award, April 2002
- Goering Center Family Business of the Year Award Finalist, August 2003
- Goering Center Family Business of the Year Award for Community Service, August 2004
- Business Courier Health Care Heroes Finalist, Employer category, February 2005
- City of Fairfield Golden Hall of Fame, July 2005
- Aveda Institute Advisory Board, re-elected 2006
- Aveda Lifetime Achievement Award, October 2006
- Junior Achievement Business Hall of Fame Inductee, October 2006
- Aveda President's Environmental Award, November 2006
- North American Hairstyling Awards (NAHA) finalist, Salon Design of the Year 2007
- American School & University Gold Citation Award – Aveda Fredric's Institute Indianapolis 2007
- Canadian Hairdresser Mirror Awards – International Hairstylist of the Year finalist 2008, 2009
- Inducted into the Association of Ohio Commodores, appointed by Governor Strickland, June 2009
- Goering Center Family Business of the Decade Finalist, August 2009
- Inductee – North American Hairstyling Awards, Hall of Leaders, July 2010

PRODUCTION PROJECTS



Kiss of the Vampire a.k.a Immortally Yours (2009) Hamilton, Ohio was a sleepy little town. That is until a covenant of vampires decides to feed there. An upper class illuminati tries to reveal the vampires secrets to everlasting life, but in the meantime the vampires ravage the locals and baffle police. The only one with the power to stop them is one of their own.

Production: 2006
Currently out on DVD



Bare Knuckles (2009) Women will go to extreme lengths for those they love and single mother Samantha Rogers is no exception. With her seven year old daughter Milla, in dire need of special care, Sam struggles to make ends meet, taking her licks as a stunt double by day and cocktail waitressing at a rowdy bar at night.

When Sam uses her skills to end a bar fight between two drunk women, down and out promoter Sonny Cool sees an opportunity to get back into the game. He tells Sam all about the "show", a high class, but highly illegal all female bare knuckle fight tournament, where brutality and elegance mix with high stakes and deception.

To provide for her daughter and ensure that Milla gets much needed medical attention, Samantha is forced into taking Sonny's offer. Is the price too much for her...?

Production: 2007

WINNER: The 2009 Down Beach Film Festival: Best Feature Film, Bare Knuckles

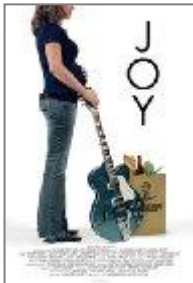
BEST SUPPORTING ACTOR, FEATURE: Louis Mandylor, Bare Knuckles, Chris Mulkey, Bare Knuckles

BEST SUPPORTING ACTRESS, FEATURE: Joanne Baron, Bare Knuckles

BEST DIRECTOR, FEATURE, Eric Etebari, Bare Knuckles

BEST SCREENPLAY, Eric Etebari & Robert Redlin, Bare Knuckles

2009: Sold to Artist View Entertainment for National Distribution and to Curb Entertainment for International Distribution



JOY (2008) What can the perfect cake teach us about love and loss? Have you ever passed someone at the grocery store and wondered what is going on in their life? What can a 1997 Michigan pinot grigio teach us about the unexpected death of a loved one? What's on your grocery list? These questions and more are answered in Joy. When the death of their father doesn't bring sisters closer together, it takes an unexpected journey to make them realize the importance of finding joy in life by living each day to the fullest and giving back. In this feature comedy, these sisters learn about love, loss, and paradise while on a trip to the grocery store.

Production: 2008

2009 Film Festivals: Dances with Films, Indie Fest, Official Selection – Washington Film Festival

Aveda Fredric's Institute 2009 Sponsor | Heartland Film Festival, Indianapolis, Indiana