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**PAUL BROWN HAWAII PARTNERS WITH THE WOUNDED WARRIOR PROJECT
TO HONOR CAREGIVERS**

HONOLULU (July 10, 2012) — Continuing to show its support for men and women in uniform, Paul Brown Hawaii has partnered with the Wounded Warrior Project to provide “Operation Mahalo Kits” containing Paul Brown Hawaii products to caregivers of wounded warriors. The company has already donated 500 kits and plans to donate more throughout the year. To kick off the partnership, Master Stylist Paul Brown and Makeup Artist George Johnson from Paul Brown Salons & Spas, pampered Wounded Warrior Project executives at the prestigious Dop Dop Salon in Soho prior to the organization’s recent Gala in New York City.

“We’re honored to collaborate with the Wounded Warrior Project to give our thanks to the caregivers who give so much of themselves on a daily basis,” said Brown. “Sometimes it’s the little things like a new hairstyle or tube of lipstick that can truly make a difference in the way someone feels, and we’re glad we can show our gratitude.”

The recent partnership with the Wounded Warrior Project is an extension of Paul Brown Hawaii’s charitable efforts with the military, which includes Operation Mahalo. Founded in 2011, Operation Mahalo recognizes the sacrifices made daily by military members and their families by rewarding deserving candidates with a weekend of pampering and luxury that includes a dinner for two, a two-night stay in an ocean-view room at the Waikiki Beach Marriott Resort & Spa and a full makeover at a Paul Brown Salon & Spa.

About Paul Brown Hawaii

Paul Brown Hawaii is a global brand featuring an extensive line of hair care products and six

successful day spa salons through the Hawaiian Islands. Master Hairstylist, Educator and Businessman Paul Brown launched his hair care line in the 1980s to provide hair care solutions for all types of hair, in all cultures. Incorporating Hawaiian plant and sea essences, the line includes high-quality shampoos, conditioners and other beauty products. Paul Brown Hawaii products and services are offered worldwide while sold exclusively in professional salons and spas. For more information, call toll-free 1-800-338-0033 or visit PaulBrownHawaii.com.

About Wounded Warrior Project™

The mission of the Wounded Warrior Project™ (WWP) is to honor and empower wounded warriors. WWP's purpose is to raise awareness and to enlist the public's aid for the needs of injured service members, to help injured servicemen and women aid and assist each other, and to provide unique, direct programs and services to meet their needs. Thousands of wounded warriors and caregivers receive support each year through WWP programs designed to nurture the mind and body, and encourage economic empowerment. WWP is a national, nonpartisan organization headquartered in Jacksonville, Florida. To get involved and learn more, visit woundedwarriorproject.org.

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