

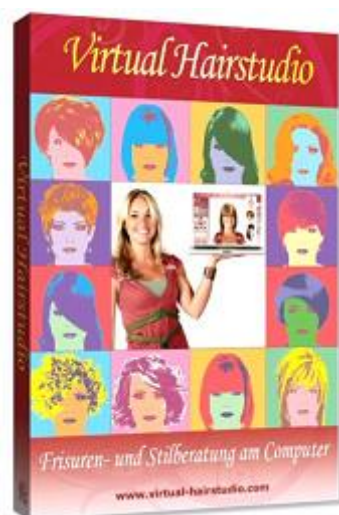


PRESS RELEASE

Soft Xpansion to appear as sponsor on WorldSkills London 2011, presenting Virtual Hairstudio 5 Salon Edition

(Bochum, September 14, 2011) – The [WorldSkills 2011](#), the largest international vocational skills competition in the world, will take place from 5th - 8th October in London, England. As part of the "Have a Go" Hairdressing activity, which will be realized and manned by three colleges in collaboration with L'Oréal Professionnel, soft Xpansion will showcase its software [Virtual Hairstudio 5 Salon Edition](#) on the event. The presentation of the program will be threefold: firstly, soft Xpansion supplies as a 'Value in Kind' contribution two full licenses of *Virtual Hairstudio 5 Salon Edition* to be installed on computers in the Hairdressing "Have a Go" area sponsored by L'Oréal. In this manner, the program helps to demonstrate the skills and interact with visitors. Secondly, three full licenses of *Virtual Hairstudio 5 Salon Edition* 5 are given as prizes to the Gold, Silver and Bronze medal winners from the Hairdressing competition. And thirdly, demos of *Virtual Hairstudio 5 Salon Edition* are given away to visitors.

Virtual Hairstudio 5 Salon Edition

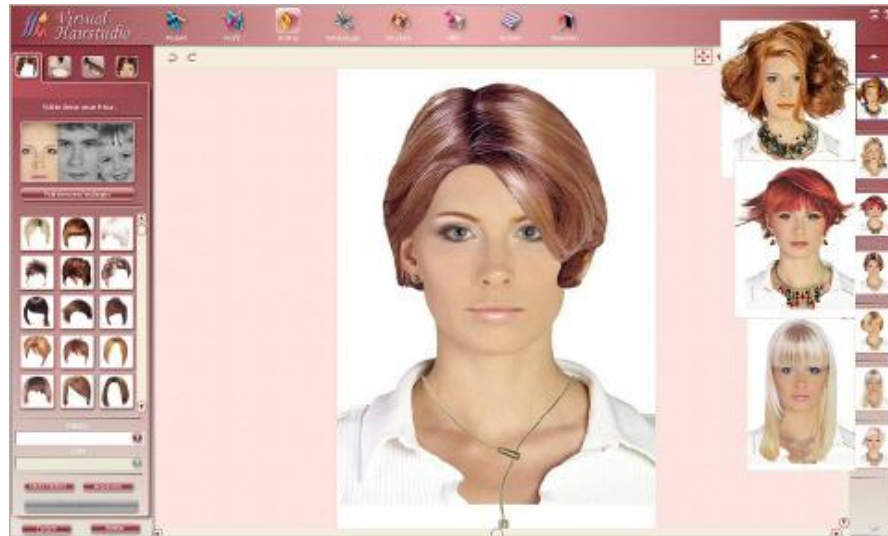


Virtual Hairstudio 5 Salon Edition is a hairstyling and virtual makeover consulting program that helps the personnel of hairdresser salons to show their clients how they would look like with a new haircut, color and new styling. *Virtual Hairstudio 5 Salon Edition* does not need more than a client's photo, a camera or a scanner and a computer to support the hairdresser's daily business.

Having loaded the clients' personal portrait photos, the coiffeur uses the program to adjust each of the ready-to-use, modern hairstyles that come with the program to the clients' requirements. Self-provided hairstyles may also be added. The hairstyle database is searchable, using multiple criteria such as face shape, hair length and quality, color or style, to provide an individual selection. Form and color adjustments are also possible. For each client, the preferred styles can be saved as favorites to make the final selection later.

For hairdresser salons, *Virtual Hairstudio 5 Salon Edition* is available for the price of 390,- Euros. The program may be bought directly at the [soft Xpansion web shop](#). For educational institutions (trade schools, barber schools etc.), special conditions apply. Any details can be asked for by sending an e-mail to kontakt@virtual-hairstudio.com.

Screenshot:



About WorldSkills London 2011

WorldSkills 2011 is a global celebration of young people aged between 18 and 22 who excel in the vocational skills arena with 1200 competitors from over 54 member countries, competing in 46 skill competitions all vying for coveted Gold Medals and watched by 150,000 visitors. The O2 Arena is hosting the opening and closing ceremonies and the competitions are staged at ExCel. WorldSkills London 2011 is supported by the Mayor's office and central government not only in the UK, but by the governments of the 54 member countries as well.

About soft Xpansion

Soft Xpansion is a globally active, international team of software authors, developers, screen designers, software engineers and product managers. The company was founded in 1995 and is headquartered in Bochum, Germany. In the past 16 years, more than 200 software products have been published in more than 200 different editions. Localized versions of soft Xpansion products are sold in Germany, Great Britain, France, Italy, USA, the Benelux countries, the Ukraine, Spain, Russia, Portugal, Australia and Turkey. The product range includes solutions (standard software, developer libraries, software development kits and individual programming) in the following areas: entertainment, PDF technology, document and database management. For more information on soft Xpansion, please refer to <http://www.soft-xpansion.com>.

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