



TRIA Beauty, Inc. Announces Key Executive Team Hires for Global Expansion

Growth of leader in light-based skincare solutions strengthens company evolution worldwide

DUBLIN, Calif., Aug. 30, 2011 /PRNewswire/ -- Today, TRIA Beauty, Inc. proudly announced the hiring of John J. Rangel as Chief Financial Officer and Husam Kal as Vice President, Global Supply Chain, resulting in key additions to its executive team.

Mr. Rangel was most recently Vice President and Chief Financial Officer for Specialized Bicycle Components Inc., where he was responsible for all financial aspects of the company and developing successful strategic growth plans. Mr. Kal joins TRIA from Trimble Navigation, a global developer and leader of GPS positioning systems, modules and solutions to revolutionize work processes, where he was most recently the Director of Global Supply Chain Operations.

"The expansion of the TRIA Beauty executive leadership team demonstrates the company's global growth and further solidifies our leadership in the at-home light-based skincare treatment marketplace," commented TRIA Beauty, Inc. CEO Kevin Appelbaum. "I'm thrilled to welcome these exceptional business leaders to the TRIA team as we continue to develop our rich pipeline of future product offerings and bring liberating skincare solutions to consumers across the globe."

"Mr. Rangel has a great breadth of experience of successful financial management at some of the largest consumer-facing companies and financial institutions in the United States," continued Mr. Appelbaum. "His expertise in accounting, internal reporting, strategic financial planning and business development will support TRIA's strategic expansion throughout the world." Mr. Rangel has led businesses throughout Europe and Latin America during the course of his career.

Mr. Kal will assume overall responsibility of TRIA Beauty's Global Supply Chain and provide leadership in all manufacturing, inventory and logistics processes. While Director of Global Supply Chain Operations at Trimble Navigation, he defined and implemented improvements in new product introduction release and product life cycle management processes to shorten time to market and reduce material liability during development. "Mr. Kal has a proven track record of successfully streamlining operations

for a wide variety of global companies. We are proud to have him join our talented executive team," said Mr. Appelbaum.

About TRIA Beauty, Inc.

TRIA Beauty, Inc. creates light-based skincare products that deliver professional results at home. It revolutionized the hair removal industry with the TRIA Hair Removal Laser, the first and only FDA-cleared laser available for use at home that is safe, effective and permanent. TRIA then pushed beauty boundaries with the TRIA Skin Perfecting Blue Light, a breakthrough, FDA-cleared, blue light therapy that penetrates beneath the skin surface to eliminate bacteria, reduce inflammation and help deliver clear, healthy-looking, even-toned skin without harsh side effects. www.TRIABeauty.com

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