



Dr. TATTOFF®

Dr. TATTOFF Performs 100,000th Treatment

April 19, 2011 (Beverly Hills, California) – Dr. TATTOFF, Inc., a leading provider of laser tattoo removal, announced today that it recently performed its 100,000th treatment. This milestone comes during an important period of growth for Dr. TATTOFF, Inc., as the company recently signed a lease to open its first clinic outside of the state of California, in Dallas, Texas.

Stated John Keefe, the company's Chief Executive Officer: "Texas is a natural choice to commence our national expansion efforts. We are looking forward to opening the Dallas clinic in the near future, and a clinic in Houston shortly thereafter."

Dr. TATTOFF also announced today the relocation of its Orange County clinic from Irvine to Santa Ana, California. Dr. Will Kirby, the company's Chief Medical Officer, stated: "Our Orange County location is moving to a brand new, state-of-the-art facility. It will be located one block away from South Coast Plaza, one of southern California's premier shopping destinations. I am incredibly proud to have overseen more than 100,000 treatments at Dr. TATTOFF clinics over the past few years. That volume illustrates not only the demand for high quality laser tattoo removal and laser hair removal services, but it also shows the local community's support for what we are doing. We are thrilled to take everything that has made us such a success in California and bring it into Texas and other states as we expand."

About Dr. TATTOFF, Inc. - Founded in 2004, Dr. TATTOFF's clinics provide safe, minimally invasive and affordable laser tattoo removal and laser hair removal services in a relaxed environment. Dr. TATTOFF currently manages four clinics in southern California and has supported the provision of more than 100,000 tattoo removal and hair removal procedures for over 12,000 patients. Featured by the *New York Times*, the *Los Angeles Times*, *Us Weekly*, *In Touch*, *CNN*, *ABC*, *LA Ink*, *Dr. 90210* and numerous other print, on-air and online media outlets, Dr. TATTOFF is widely recognized as a leading provider of laser tattoo removal and laser hair removal. For additional information, please visit our website at www.drattoff.com.

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