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## PRESS RELEASE

*For Immediate Release*

*Release: SS1004 – October 10, 2005; No Kill Date*

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### **Shaker Square Welcomes Another Retailer to Its Mix Noire Blanc Color Salon Opens**

**Cleveland, Ohio, October 4, 2005** – One of the top salons in the country, Noire Blanc Color Salon, has opened its doors at Shaker Square this month. Noire Blanc, a part of the Ohio Academy of Paul Mitchell in Twinsburg, specializes in color and cut for its diverse clientele. The trendy, edgy, contemporary interior design – reminiscent of a New York City salon – is right at home in its new location. Twelve stylists have moved from the Twinsburg Academy to Shaker Square.

Owner Nykole Cumberlander has been an educator in the Paul Mitchell Systems for 20 years, 10 of them at the Academy in Twinsburg. She is excited about bringing Noire Blanc to Shaker Square and being a part of the renaissance of this historic shopping district.

“Shaker Square is a great fit for Noire Blanc Color Salon. The diversity of the salon’s clientele fits well with the contemporary urban market of which Shaker Square is a part,” says Ms. Cumberlander. “We look forward to providing an affordable luxury for all ages – from the young to the young-at-heart.”

Part of the Paul Mitchell Systems, Noire Blanc’s forte is in matching the customer’s hairstyle with specific color treatment. Each of Noire Blanc’s stylists travels the country for Paul Mitchell Systems at hair shows to exhibit their expertise and knowledge of working with all hair textures. Noire Blanc was voted as one of the top 200 salons in the country by its peers for the past two years.

Besides cut and color, Noire Blanc’s services include perms, relaxers, and conditioning treatments, as well as hand, nail, and foot care. Noire Blanc can be reached at 216-991-9992.

#### ***The Coral Company***

Founded in 1987 by Peter Rubin, The Coral Company has developed in excess of two million square feet of office, retail, mixed-use, built-to-suit, and residential space in Ohio. A leader in urban real estate development, The Coral Company works closely with city leaders, community development corporations, and neighborhoods of first ring suburbs and urban communities to shape ways to meet the growing demand for retail services and residential neighborhoods.

Current Coral projects in Cleveland include:

- Shaker Square in Cleveland, once again the treasure of Cleveland’s commercial, social, and cultural intersection of retail and dining experiences
- Cedar Center, the retail mainstay of University Heights and future home to Whole Foods Market, a place that embraces the community and welcomes shoppers and pedestrians



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- Domain on Lee in Cleveland Heights, where Downtown living comes to the Heights with the evocative mixed-use building planned for the culturally vibrant Cedar Lee District
- The Courtyards of Severance in Cleveland Heights, the prestigious award-winning townhome community
- The Shores of Edgecliff, a luxury lakefront community along Lake Erie with its own private beach club
- The Hamlets of Rocky River in Rocky River, the newest community, is set in a unique English countryside setting

Current Coral projects in Cincinnati include:

- Wyoming Glen, located in the suburb of Wyoming, a charming award-winning community
- Goldenview Townhomes in the Mt. Lookout/Columbia-Tusculum district, the sleek, chic neighborhood ideal for today's young professionals

For more information about The Coral Company and the philosophy and the passion that drives the company, please visit [www.thecoralcompany.com](http://www.thecoralcompany.com).

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