

Press Release

FOR IMMEDIATE RELEASE

Down Hands Receives 2011 Best of Madison Award

U.S. Commerce Association's Award Plaque Honors the Achievement

NEW YORK, NY, September 14, 2011 -- Down Hands has been selected for the 2011 Best of Madison Award in the Manicurists & Pedicurists category by the U.S. Commerce Association (USCA).

The USCA "Best of Local Business" Award Program recognizes outstanding local businesses throughout the country. Each year, the USCA identifies companies that they believe have achieved exceptional marketing success in their local community and business category. These are local companies that enhance the positive image of small business through service to their customers and community.

Various sources of information were gathered and analyzed to choose the winners in each category. The 2011 USCA Award Program focuses on quality, not quantity. Winners are determined based on the information gathered both internally by the USCA and data provided by third parties.