



Media Alert!

Drybar Launches in Ulta Beauty

IRVINE, CA, April 11, 2016 — Drybar is pleased to announce Ulta Beauty as its newest retail partner. The brand's signature line of styling products and tools will launch in 400 select Ulta Beauty stores nationwide and on Ulta.com throughout April & May.

"We are very excited about our new partnership with Ulta Beauty," says Drybar CEO John Heffner. "They are a great operator who really understand their customer. We see this as an important next step in the evolution of Drybar."

As Drybar continues to expand its presence as the leader in creating and maintaining the perfect blowout, the Ulta Beauty partnership not only broadens market share significantly, but also brings Drybar one-step closer to its mission of making great hair accessible to women everywhere.

"As a longtime client of Ulta Beauty myself, I'm so excited to bring our full line of products and tools to join the incredible assortment at Ulta Beauty," says Drybar Founder Alli Webb. "We love making women look, and feel, their best through great hair and can't wait to have the opportunity to do so with Ulta Beauty."

"With the launch of Drybar's line of tools and styling products, once again Ulta Beauty has secured an outstanding brand we know will resonate with our guests," said Julie Tomasi, Ulta Beauty senior vice president of merchandising. "Ulta Beauty continues a winning track record of offering access to the most sought after brands, and this launch reflects our on-going commitment to offer premium brands to our guests."

Drybar's award-winning line of 37 professional hair styling products & tools will be featured at Ulta Beauty stores across the U.S. and have been aptly named in keeping with the pervasive bar theme. From Hot Toddy Heat & UV Protectant to the Half Pint Round Brush and The 3-Day Bender Curling Iron, each has been painstakingly tested and tweaked by Drybar founder and stylist Alli Webb, along with upwards of 3,000 Drybar stylists and so many of their 700,000+ clients. Included in the Ulta Beauty lineup will be cult-favorite brand bestsellers, including Drybar's iconic Buttercup Blow Dryer, Detox Dry Shampoo, and this year's New Beauty Choice Award winner Triple Sec 3-in-1, with additional new products slated to launch through the end of the year.

About Drybar:

Drybar is based on a simple philosophy: Focus on one thing and be the best at it. For Drybar, that's blowouts. The idea was a natural one for curly-haired founder Alli Webb, a longtime professional stylist, who grew tired of overpaying for blowouts at traditional salons. Named one of the top "100 Brilliant Ideas" by Entrepreneur Magazine and one of New York Magazine's Boom Brands, Drybar is on track to have over 70 retail locations by the end of 2016. The brand will continue adding to its popular line of hair styling products & tools sold both online and in its own shops, as well as at Sephora and Nordstrom in the U.S. and Canada.

About Ulta Beauty:

Ulta Beauty (NASDAQ: ULTA) is the largest beauty retailer in the United States and the premier beauty destination for cosmetics, fragrance, skin, hair care products and salon services. Since opening its first store 25 years ago, Ulta Beauty has grown to become the top national retailer providing All Things Beauty, All in One Place™. The Company offers more than 20,000 products from over 500 well-established and emerging beauty brands across all categories and price points, including Ulta Beauty's own private label. Ulta Beauty also offers a full-service salon in every store featuring hair, skin and brow services. Ulta Beauty is recognized for its commitment to personalized service, fun and inviting stores and its industry-leading Ultamate Rewards loyalty program. As of January 30, 2016 Ulta Beauty operates 874 retail stores across 48 states and also distributes its products through its website, which includes a collection of tips, tutorials and social content. For more information, visit www.ulta.com.

For more information about Drybar, please contact:

Jose Martinez | email: jose@brandlinkcommunications.com | 323.363.7494

Follow us @theDrybar

For more information about Ulta Beauty, please contact:

Amy Clabots | email: aclabots@ulta.com | 630.410.1615