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FOR IMMEDIATE RELEASE

Ulta Beauty to Open New Store in Anchorage
Three day grand opening celebration with exclusive beauty give-a-ways

ANCHORAGE, AK - Dimond Centers is pleased to announce that Ulta Beauty will be opening soon. Dimond Center always strives to offer the best variety of shopping to Alaskans and is very honored to be able to add a beauty retailer that provides not only a vast assortment of cosmetics, by featuring 20,000 beauty products belonging to over 500 different brands, but also a full-service salon.

Ulta Beauty will be celebrating their grand opening not one day, but three, from October 2 to October 4th. Each day the first 100 guests will receive a "beauty treat" valued at \$5.00 to \$100.00 and one free skin or hair service. Ulta Beauty experts will be on hand all weekend to offer free makeovers and consultations.

The store will be located in the recently remodeled west end of Dimond Center on the main level. The store will be over 10,000 square feet.

About Dimond Center

Dimond Center was founded in 1977 as a modest neighborhood shopping venue. Today it has become the largest indoor Shopping Center in Alaska. From the beginning Dimond Center has made its goal to create a family friendly environment. It combined shopping, dining, business, and entertainment to generate a community hub where families could shop, socialize, have fun, and dine all in one place.

Over the years, and through expansions, they have invested in the local community: creating jobs and boosting commerce. Today, Dimond Center is still a family owned business with the same commitment to family and community as the day it was founded.

About Ulta Beauty

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 August 1, 2015 Ulta Beauty operates 817 retail stores across 48 states.

For more information:

www.diamondcenter.com

www.ulta.com