



DETROIT-BASED COMPANY ENCOURAGES LOCAL TEEN GIRLS TO HAVE CONFIDENCE, STYLE & POWER IN EMPOWERMENT CAMPAIGN

Limelight Extensions Launches The 2014 Prom Princess Contest

Detroit, Michigan (March 25, 2014) – Limelight Extensions, a Detroit-based luxury hair extensions lifestyle brand and salon, celebrates young women with its 2014 Prom Princess Contest crowning The Most Confident, Stylish and Powerful Girl in Metro Detroit.

For a chance to win the crown, high school senior girls throughout the Metro Detroit area must post a picture showcasing their best hair and fashion style with an explanation of how they have exemplified confidence, style and power at home, school or work. Fans vote, and the girls with the highest # of votes wins a beautiful prom gown, stunning shoes, the most luxurious hair extensions on earth and a makeover on Prom Day at the Limelight Extension Beauty Bar by her very own Glam Squad. In addition to the Contest winner, three winners will be chosen from the fans who vote as each vote qualifies as one entry to win three bundles of Limelight Extensions' hair.

“In a world where girls are pressured to be beautiful externally, we want to encourage Detroit girls that being confident mentally and having your own style makes you gorgeous and leads to personal power that equips you to attain what you want in life,” said Malesa Plater, Limelight Extensions CEO & Co-Founder.

Photo Submission period is Monday, March 24- Friday, April 4, 2014. Fan voting period is Saturday, April 5, 2014-Friday, April 18, 2014. Contest entrants must be 13 years or older and reside in the Metro Detroit area and be a high school senior in good standing to graduate. Fans who are residents of the United States are eligible to vote. Contest entry link is <http://bit.ly/1ij7KpL>.

ABOUT LIMELIGHT EXTENSIONS:

Limelight Extensions was co-founded by Detroit mother-daughter team, Malesa and Miranda Jade Plater with the mission of empowering women through providing only the finest and most premium quality, luxury hair — Grade 5A-6A —in four distinct collections, Diamond Life (premium 6A hair from Russia), Cambodian and Peruvian, to empower women with the **confidence, style and power** to look and feel their very best to achieve their dreams everyday in every way, at work or at play. Limelight Extensions Beauty Bar & Flagship Store is located at 30969 Orchard Lake Road, Farmington Hills, MI 48334.

PRESS CONTACT:

Olivia Scott, olivia@omergealliances.com, 646-325-3201

###