

Regis® Partners with Google to Streamline Interaction with Customers; New Partnership Expected to Make Salon Interactions Easier

Regis Corporation (NYSE: RGS), a leader in the haircare industry, whose primary business is franchising, owning, and operating hair salons, is partnering with Google to improve and streamline the salon discovery and customer booking experience. The integration will be powered by Opensalon™, Regis' proprietary platform that will allow Google users to book salon services directly through Google Search and Google Maps. This new integration provides booking times and enables customers to reserve and check in for various salon services via mobile devices or desktops with both the company's franchised and company-owned salons.

Easy online booking is a must-have for customer-focused service businesses with tens of millions of potential monthly Google views for the Company's owned and franchised salons. The integration is expected to greatly improve the customer experience by simplifying scheduling, minimizing salon wait times, and encouraging discovery and use of its salons and services.

Google users who search for one of the many Regis brands available on Opensalon™ will be able to immediately view nearby locations and base level pricing, auto-populate their personal information, book a service, and navigate to the location - all with a few clicks or taps.

"As we continue to leverage technology to transform our business, we are constantly working on innovative new ideas to improve our customers' experience with our portfolio of salons. Regis' partnership with Google as well as our new Opensalon™ platform will fundamentally change the way we interact with, and service our customers, offering a seamless experience. Regis will continue to proactively roll out new technologies and features bringing convenience to our customers' fingertips and facilitating a high-quality salon experience," said Chad Kapadia, Chief Technology Officer and Head of Product Engineering.

About Regis Corporation

Regis Corporation (NYSE:RGS) is a leader in beauty salons and cosmetology education. As of March 31, 2019, the Company franchised, owned or held ownership interests in 7,838 worldwide locations. Regis' corporate and franchised locations operate under concepts such as Supercuts®, SmartStyle®, MasterCuts®, Regis Salons®, Sassoon®, Cost Cutters®, Roosters® and First Choice Haircutters®. Regis maintains an ownership interest in Empire Education Group in the U.S. For additional information about the Company, including a reconciliation of certain non-GAAP financial information and certain supplemental financial information, please visit the Investor Information section of the corporate website at www.regiscorp.com. To join Regis Corporation's email alert list, click on this link: <http://www.b2i.us/irpass.asp?BzID=913&to=ea&Nav=1&S=0&L=1>

Safe Harbor Statement

This press release contains or may contain "forward-looking statements" within the meaning of the federal securities laws, including statements concerning anticipated future events and expectations that are not historical facts. These forward-looking statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. The forward-looking statements in this document reflect management's best judgment at the time they are made, but all such statements are subject to numerous risks and uncertainties, which could cause actual results to differ materially from those expressed in or implied by the statements herein. Such forward-looking statements are often identified herein by use of words including, but not limited to, "may," "believe," "project," "forecast," "expect," "estimate," "anticipate," and "plan." In addition, the following factors could affect the Company's actual results and cause such results to differ materially from those expressed in forward-looking statements. These factors include the continued ability of the Company to implement its strategy, priorities and initiatives; our ability to attract, train and retain talented stylists; financial performance of our franchisees; acceleration of sale of certain salons to franchisees; The Beautiful Group's ability to transition and operate its salons successfully, as well as maintain adequate working capital; the ability of the Company to maintain a satisfactory relationship with Walmart; marketing efforts to drive traffic; changes in regulatory and statutory laws including increases in minimum wages; our ability to maintain and enhance the value of our brands; premature termination of agreements with our franchisees; our ability to manage cyber threats and protect the security of sensitive information about our guests, employees, vendors or Company information; reliance on information technology systems; reliance on external vendors; competition within the personal hair care industry; changes in tax exposure; changes in healthcare; changes in interest rates and foreign currency exchange rates; failure to standardize operating processes across brands; consumer shopping trends and changes in manufacturer distribution channels; financial performance of Empire Education Group; the continued ability of the Company to implement cost reduction initiatives; compliance with debt covenants; changes in economic conditions; changes in consumer tastes and fashion trends; exposure to uninsured or unidentified risks; ability to attract and retain key management personnel; reliance on our management team and other key personnel or other factors not listed above. Additional information concerning potential factors that could affect future financial results is set forth in the Company's Annual Report on Form 10-K for the year ended June 30, 2018. We undertake no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. However, your attention is directed to any further disclosures made in our subsequent annual and periodic reports filed or furnished with the SEC on Forms 10-K, 10-Q and 8-K and Proxy Statements on Schedule 14A.

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REGIS CORPORATION:

Andrew Lacko

952-918-4175

investorrelations@regiscorp.com