



FOR IMMEDIATE RELEASE:

## A good girl doesn't have to Behave – but her hair should

*Styling spray Behave partners with web soap Miss Behave for finale episodes*

**HOLLYWOOD, CA (May 18, 2012)** – This partnership sounds like a match made in heaven with the announcement today that **Behave** Hair Products is the official sponsor for the **Miss Behave** finale. “We’re thrilled beyond words to have secured our full budget through brand sponsorship” said Susan Bernhardt, creator and executive producer of the teen web soap. “**Behave** is a revolutionary product that works wonders on any hair type and is ideal for both men and women.” She continued “It’s not an easy task to find a brand interested in funding an independent production – we are extremely fortunate to have created this partnership with **Behave** Hair Products. I wish more companies would understand the value of brand sponsorship when it comes to independent (web) television. It’s innovative, strategic, and if the demographics gel, it’s an affordable means of spending concentrated marketing dollars.”

The hit teen drama is set to begin production on their three-part series finale May 26<sup>th</sup>, with a **WORLD PREMIERE** scheduled for early summer featuring the on screen web television debut of **Behave** Hair Styling Spray. “**Behave** Hair products is very excited to be able to participate and work alongside avant garde producers Susan Bernhardt and Jillian Clare with **Miss Behave**” said Shawn Hartshorn, President. “This multi-award winning web series has proven to be a hit over the past couple of years and we are very glad to have been given the opportunity to support entrepreneurs in the industry.”

Behave Hair Products launched in 2010, headed by Shawn Hartshorn, company president, and his father, Gary Hartshorn, leading the sales force. Made from 100% natural and hypoallergenic ingredients, Behave Styling Spray utilizes a flex-technology, a mix of micron sized ingredients, emulsified with a water base, which infuses within and around each hair strand helping to relax and give support to unruly hair. Behave Hair Products are positioning themselves within beauty salons, the retail marketplace and is available online at <http://behavehair.com>

Miss Behave debuted June 24<sup>th</sup>, 2010, with an initial twelve episodes. Later that same year, second season began releasing an additional ten episodes. In less than two years of web presence, the show has garnered numerous awards, including multiple accolades for their soundtrack featuring many breakout indie artists, plus nominations and wins for best drama, writing, acting, directing, cinematography and the original Miss Behave theme song. The series finale stars several daytime faces including ex-Days of our Lives stars **Jillian Clare**, **Patrika Darbo**, **Jacee Jule**, and current Days cast member **Eric Martsoff**. Also appearing in the finale are **Brett DelBuono** (Let Me In) and **Michael Bolten** (Flipped) plus several surprise characters. Making her new media debut and joining the cast as Elizabeth Archer, the infamous Queen, is **Terri Garber** (As The World Turns). To catch up on the series visit <http://missbehave.tv/> and for the latest updates on the finale follow @MissBehaveTV and @BehaveHair on Twitter or “Like” their pages on Facebook.