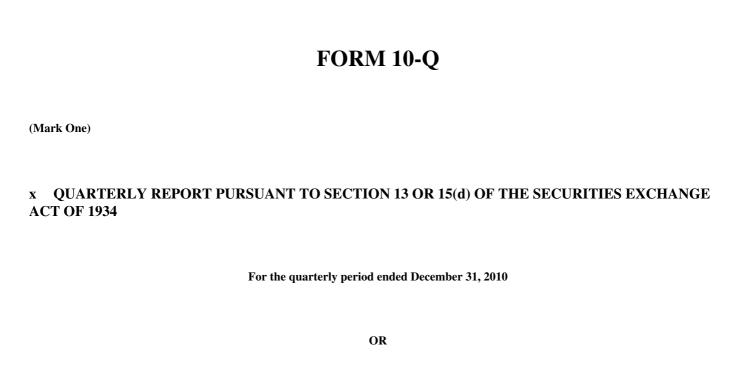
REGIS CORP Form 10-Q February 09, 2011 Table of Contents

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549



o TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the transition period from to

Commission file number 1-12725

Regis Corporation

(Exact name of registrant as specified in its charter)

Minnesota

(State or other jurisdiction of incorporation or organization)

41-0749934

(I.R.S. Employer Identification No.)

7201 Metro Boulevard, Edina, Minnesota

(Address of principal executive offices)

55439

(Zip Code)

(952) 947-7777

(Registrant s telephone number, including area code)

N/A

(Former name, former address and former fiscal year, if changed since last report)

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes x No o

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (§ 232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to be submit and post such files). Yes x No o

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See definitions of large accelerated filer, accelerated filer and smaller reporting company in Rule 12b-2 of the Exchange Act.

Large accelerated filer x

Accelerated filer o

Non-accelerated filer o (Do not check if a smaller reporting company)

Smaller reporting company o

Indicate by check mark whether the registrant is a shell company (as defined by Rule 12b-2 of the Act). Yes o No x

Indicate the number of shares outstanding of each of the issuer s classes of common stock as of February 3, 2011:

Common Stock, \$.05 par value Class

57,617,211 Number of Shares

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REGIS CORPORATION

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PART I - FINANCIAL INFORMATION

Item 1. Financial Statements

REGIS CORPORATION

CONDENSED CONSOLIDATED BALANCE SHEET (Unaudited)

As Of December 31, 2010 and June 30, 2010 (In thousands, except share data)

LIABILITIES AND SHAREHOLDERS EQUITY Current liabilities: Long-term debt, current portion \$ Accounts payable Accrued expenses Total current liabilities Long-term debt and capital lease obligations Other noncurrent liabilities Total liabilities Commitments and contingencies (Note 9) Shareholders equity: Common stock, \$0.05 par value; issued and outstanding 57,617,211 and 57,561,180 common	er 31, 0	June 30, 2010
Cash and cash equivalents Receivables, net Inventories Deferred income taxes Income tax receivable Other current assets Total current assets Property and equipment, net Goodwill Other intangibles, net Investment in and loans to affiliates Other assets Total assets \$ LIABILITIES AND SHAREHOLDERS EQUITY Current liabilities: Long-term debt, current portion \$ Accounts payable Accrued expenses Total current liabilities Long-term debt and capital lease obligations Other noncurrent liabilities Total liabilities Commitments and contingencies (Note 9) Shareholders equity: Common stock, \$0.05 par value; issued and outstanding 57,617,211 and 57,561,180 common		
Receivables, net Inventories Deferred income taxes Income tax receivable Other current assets Total current assets Property and equipment, net Goodwill Other intangibles, net Investment in and loans to affiliates Other assets Total assets \$ LIABILITIES AND SHAREHOLDERS EQUITY Current liabilities: Long-term debt, current portion \$ Accounts payable Accrued expenses Total current liabilities Long-term debt and capital lease obligations Other noncurrent liabilities Commitments and contingencies (Note 9) Shareholders equity: Common stock, \$0.05 par value; issued and outstanding 57,617,211 and 57,561,180 common		
Inventories Deferred income taxes Income tax receivable Other current assets Total current assets Property and equipment, net Goodwill Other intangibles, net Investment in and loans to affiliates Other assets Total assets \$ LIABILITIES AND SHAREHOLDERS EQUITY Current liabilities: Long-term debt, current portion \$ Accounts payable Accrued expenses Total current liabilities Long-term debt and capital lease obligations Other noncurrent liabilities Commitments and contingencies (Note 9) Shareholders equity: Common stock, \$0.05 par value; issued and outstanding 57,617,211 and 57,561,180 common	174,290	\$ 151,871
Deferred income taxes Income tax receivable Other current assets Total current assets Property and equipment, net Goodwill Other intangibles, net Investment in and loans to affiliates Other assets Total assets \$ LIABILITIES AND SHAREHOLDERS EQUITY Current liabilities: Long-term debt, current portion \$ Accounts payable Accrued expenses Total current liabilities Long-term debt and capital lease obligations Other noncurrent liabilities Commitments and contingencies (Note 9) Shareholders equity: Common stock, \$0.05 par value; issued and outstanding 57,617,211 and 57,561,180 common	29,277	24,312
Income tax receivable Other current assets Total current assets Property and equipment, net Goodwill Other intangibles, net Investment in and loans to affiliates Other assets Total assets \$ LIABILITIES AND SHAREHOLDERS EQUITY Current liabilities: Long-term debt, current portion \$ Accounts payable Accrued expenses Total current liabilities Long-term debt and capital lease obligations Other noncurrent liabilities Commitments and contingencies (Note 9) Shareholders equity: Common stock, \$0.05 par value; issued and outstanding 57,617,211 and 57,561,180 common	160,497	153,380
Other current assets Total current assets Property and equipment, net Goodwill Other intangibles, net Investment in and loans to affiliates Other assets Total assets \$ LIABILITIES AND SHAREHOLDERS EQUITY Current liabilities: Long-term debt, current portion \$ Accounts payable Accrued expenses Total current liabilities Long-term debt and capital lease obligations Other noncurrent liabilities Commitments and contingencies (Note 9) Shareholders equity: Common stock, \$0.05 par value; issued and outstanding 57,617,211 and 57,561,180 common	16,863	16,892
Total current assets Property and equipment, net Goodwill Other intangibles, net Investment in and loans to affiliates Other assets Total assets \$ LIABILITIES AND SHAREHOLDERS EQUITY Current liabilities: Long-term debt, current portion \$ Accounts payable Accrued expenses Total current liabilities Long-term debt and capital lease obligations Other noncurrent liabilities Total liabilities Commitments and contingencies (Note 9) Shareholders equity: Common stock, \$0.05 par value; issued and outstanding 57,617,211 and 57,561,180 common	24,632	46,207
Property and equipment, net Goodwill Other intangibles, net Investment in and loans to affiliates Other assets Total assets \$ LIABILITIES AND SHAREHOLDERS EQUITY Current liabilities: Long-term debt, current portion \$ Accounts payable Accrued expenses Total current liabilities Long-term debt and capital lease obligations Other noncurrent liabilities Total liabilities Commitments and contingencies (Note 9) Shareholders equity: Common stock, \$0.05 par value; issued and outstanding 57,617,211 and 57,561,180 common	29,951	36,203
Goodwill Other intangibles, net Investment in and loans to affiliates Other assets Total assets \$ LIABILITIES AND SHAREHOLDERS EQUITY Current liabilities: Long-term debt, current portion Accounts payable Accrued expenses Total current liabilities Long-term debt and capital lease obligations Other noncurrent liabilities Total liabilities Commitments and contingencies (Note 9) Shareholders equity: Common stock, \$0.05 par value; issued and outstanding 57,617,211 and 57,561,180 common	435,510	428,865
Other intangibles, net Investment in and loans to affiliates Other assets Total assets \$ LIABILITIES AND SHAREHOLDERS EQUITY Current liabilities: Long-term debt, current portion \$ Accounts payable Accrued expenses Total current liabilities Long-term debt and capital lease obligations Other noncurrent liabilities Total liabilities Commitments and contingencies (Note 9) Shareholders equity: Common stock, \$0.05 par value; issued and outstanding 57,617,211 and 57,561,180 common	351,159	359,250
Investment in and loans to affiliates Other assets Total assets \$ LIABILITIES AND SHAREHOLDERS EQUITY Current liabilities: Long-term debt, current portion \$ Accounts payable Accrued expenses Total current liabilities Long-term debt and capital lease obligations Other noncurrent liabilities Total liabilities Commitments and contingencies (Note 9) Shareholders equity: Common stock, \$0.05 par value; issued and outstanding 57,617,211 and 57,561,180 common	745,676	736,989
Other assets Total assets LIABILITIES AND SHAREHOLDERS EQUITY Current liabilities: Long-term debt, current portion Accounts payable Accrued expenses Total current liabilities Long-term debt and capital lease obligations Other noncurrent liabilities Total liabilities Commitments and contingencies (Note 9) Shareholders equity: Common stock, \$0.05 par value; issued and outstanding 57,617,211 and 57,561,180 common	114,568	118,070
Total assets \$ LIABILITIES AND SHAREHOLDERS EQUITY Current liabilities: Long-term debt, current portion \$ Accounts payable Accrued expenses Total current liabilities Long-term debt and capital lease obligations Other noncurrent liabilities Total liabilities Commitments and contingencies (Note 9) Shareholders equity: Common stock, \$0.05 par value; issued and outstanding 57,617,211 and 57,561,180 common	203,340	195,786
LIABILITIES AND SHAREHOLDERS EQUITY Current liabilities: Long-term debt, current portion \$ Accounts payable Accrued expenses Total current liabilities Long-term debt and capital lease obligations Other noncurrent liabilities Total liabilities Commitments and contingencies (Note 9) Shareholders equity: Common stock, \$0.05 par value; issued and outstanding 57,617,211 and 57,561,180 common	88,279	80,612
Current liabilities: Long-term debt, current portion \$ Accounts payable Accrued expenses Total current liabilities Long-term debt and capital lease obligations Other noncurrent liabilities Total liabilities Commitments and contingencies (Note 9) Shareholders equity: Common stock, \$0.05 par value; issued and outstanding 57,617,211 and 57,561,180 common	1,938,532	\$ 1,919,572
Long-term debt, current portion Accounts payable Accrued expenses Total current liabilities Long-term debt and capital lease obligations Other noncurrent liabilities Total liabilities Commitments and contingencies (Note 9) Shareholders equity: Common stock, \$0.05 par value; issued and outstanding 57,617,211 and 57,561,180 common		
Accounts payable Accrued expenses Total current liabilities Long-term debt and capital lease obligations Other noncurrent liabilities Total liabilities Commitments and contingencies (Note 9) Shareholders equity: Common stock, \$0.05 par value; issued and outstanding 57,617,211 and 57,561,180 common		
Accrued expenses Total current liabilities Long-term debt and capital lease obligations Other noncurrent liabilities Total liabilities Commitments and contingencies (Note 9) Shareholders equity: Common stock, \$0.05 par value; issued and outstanding 57,617,211 and 57,561,180 common	32,700	\$ 51,629
Total current liabilities Long-term debt and capital lease obligations Other noncurrent liabilities Total liabilities Commitments and contingencies (Note 9) Shareholders equity: Common stock, \$0.05 par value; issued and outstanding 57,617,211 and 57,561,180 common	53,883	57,683
Long-term debt and capital lease obligations Other noncurrent liabilities Total liabilities Commitments and contingencies (Note 9) Shareholders equity: Common stock, \$0.05 par value; issued and outstanding 57,617,211 and 57,561,180 common	155,671	160,797
Other noncurrent liabilities Total liabilities Commitments and contingencies (Note 9) Shareholders equity: Common stock, \$0.05 par value; issued and outstanding 57,617,211 and 57,561,180 common	242,254	270,109
Total liabilities Commitments and contingencies (Note 9) Shareholders equity: Common stock, \$0.05 par value; issued and outstanding 57,617,211 and 57,561,180 common	371,445	388,400
Commitments and contingencies (Note 9) Shareholders equity: Common stock, \$0.05 par value; issued and outstanding 57,617,211 and 57,561,180 common	259,713	247,770
Shareholders equity: Common stock, \$0.05 par value; issued and outstanding 57,617,211 and 57,561,180 common	873,412	906,279
Common stock, \$0.05 par value; issued and outstanding 57,617,211 and 57,561,180 common		
shares at December 21, 2010 and June 20, 2010, respectively.		
shares at December 31, 2010 and June 30, 2010, respectively	2,881	2,878
Additional paid-in capital	338,514	332,372
Accumulated other comprehensive income	64,489	47,032
Retained earnings	659,236	631,011

Total shareholders equity	1,065,120	1,013,293
Total liabilities and shareholders equity	\$ 1,938,532 \$	1,919,572

The accompanying notes are an integral part of the unaudited Condensed Consolidated Financial Statements.

REGIS CORPORATION

CONDENSED CONSOLIDATED STATEMENT OF OPERATIONS (Unaudited)

For The Three Months Ended December 31, 2010 and 2009

(In thousands, except per share data)

		2010	2009
Revenues:			
Service	\$	430,939	\$ 435,125
Product		133,824	130,671
Royalties and fees		9,609	9,569
		574,372	575,365
Operating expenses:			
Cost of service		249,705	248,812
Cost of product		63,926	62,420
Site operating expenses		50,597	46,409
General and administrative		75,848	72,611
Rent		85,235	85,540
Depreciation and amortization		26,197	27,510
Total operating expenses		551,508	543,302
Operating income		22,864	32,063
Other income (expense):			
		(8,738)	(9,069)
Interest expense Interest income and other, net		2,604	1,411
interest income and other, net		2,004	1,411
Income before income taxes and equity in income of affiliated companies		16,730	24,405
		20,700	_ 1,100
Income taxes		(5,345)	(8,908)
Equity in income of affiliated companies, net of income taxes		3,120	2,657
,			
Net income	\$	14,505	\$ 18,154
Net income per share:			
Basic	\$	0.26	\$ 0.32
Diluted	\$	0.24	\$ 0.30
Weighted average common and common equivalent shares outstanding:			
Basic		56,684	56,287
Diluted		68,136	67,570
	Φ.	0.04	Φ 2.24
Cash dividends declared per common share	\$	0.04	\$ 0.04

The accompanying notes are an integral part of the unaudited Condensed Consolidated Financial Statements.

REGIS CORPORATION

CONDENSED CONSOLIDATED STATEMENT OF OPERATIONS (Unaudited)

For The Six Months Ended December 31, 2010 and 2009

(In thousands, except per share data)

		2010		2009
Revenues:				
Service	\$	870,468	\$	884,403
Product		262,429		276,824
Royalties and fees		19,720		19,688
		1,152,617		1,180,915
Operating expenses:				
Cost of service		499,206		504,781
Cost of product		125,001		141,915
Site operating expenses		99,606		99,085
General and administrative		149,922		145,171
Rent		170,343		171,390
Depreciation and amortization		52,241		54,701
Lease termination costs				3,552
Total operating expenses		1,096,319		1,120,595
Operating income		56,298		60,320
Other income (expense):				
Interest expense		(17,661)		(36,385)
Interest income and other, net		3,381		3,643
Income from continuing operations before income taxes and equity in income of affiliated				
companies		42,018		27,578
Income taxes		(14,992)		(10,527)
Equity in income of affiliated companies, net of income taxes		5,799		5,714
Income from continuing operations		32,825		22,765
Income from discontinued operations, net of income taxes (Note 2)				3,161
	Φ.	22.025		27.024
Net income	\$	32,825	\$	25,926
Net income per share:				
Basic:		0.50		0.41
Income from continuing operations		0.58		0.41
Income from discontinued operations	Ф	0.50	ф	0.06
Net income per share, basic	\$	0.58	\$	0.47
Dilute de				
Diluted:		0.54		0.40
Income from continuing operations		0.54		0.40
Income from discontinued operations	¢	0.54	¢	0.05
Net income per share, diluted	\$	0.54	\$	0.45

Weighted average common and common equivalent shares outstanding:

Basic	56,657	55,215
Diluted	68,053	65,615
Cash dividends declared per common share	\$ 0.08 \$	0.08

The accompanying notes are an integral part of the unaudited Condensed Consolidated Financial Information.

REGIS CORPORATION

CONDENSED CONSOLIDATED STATEMENT OF CASH FLOWS (Unaudited)

For The Six Months Ended December 31, 2010 and 2009

(In thousands)

	2010	2009
Cash flows from operating activities:		
Net income \$	32,825 \$	25,926
Adjustments to reconcile net income to net cash provided by operating activities:		
Depreciation	47,354	49,723
Amortization	4,887	4,978
Equity in income of affiliated companies	(5,799)	(5,714)
Deferred income taxes	628	(3,240)
Impairment on discontinued operations		(154)
Excess tax benefits from stock-based compensation plans	(67)	
Stock-based compensation	5,004	4,636
Amortization of debt discount and financing costs	3,188	3,342
Other noncash items affecting earnings	693	(376)
Changes in operating assets and liabilities (1):		
Receivables	(4,592)	19,925
Inventories	(5,627)	(1,689)
Income tax receivable	21,575	11,854
Other current assets	6,672	4,935
Other assets	(2,046)	(32,063)
Accounts payable	(4,123)	(7,178)
Accrued expenses	(6,439)	(1,914)
Other noncurrent liabilities	8,700	4,330
Net cash provided by operating activities	102,833	77,321
Cash flows from investing activities:		
Capital expenditures	(30,663)	(24,346)
Proceeds from sale of assets	19	32
Asset acquisitions, net of cash acquired and certain obligations assumed	(8,106)	(684)
Proceeds from loans and investments	15,000	16,099
Disbursements for loans and investments	(15,000)	10,000
Net cash used in investing activities	(38,750)	(8,899)
	(30,730)	(0,000)
Cash flows from financing activities:		
Borrowings on revolving credit facilities		337,000
Payments on revolving credit facilities		(342,000)
Proceeds from issuance of long-term debt, net of \$5.2 million underwriting discount in 2009		167,325
Repayments of long-term debt and capital lease obligations	(42,592)	(313,289)
Excess tax benefits from stock-based compensation plans	67	
Proceeds from issuance of common stock, net of \$7.2 million underwriting discount in 2009	691	156,436
Dividends paid	(4,599)	(4,569)
Other		(2,878)
Net cash used in financing activities	(46,433)	(1,975)
	4.50	7.400
Effect of exchange rate changes on cash and cash equivalents	4,769	5,499

Increase in cash and cash equivalents	22,419	71,946
Cash and cash equivalents:		
Beginning of period	151,871	42,538
End of period \$	174,290	\$ 114,484

⁽¹⁾ Changes in operating assets and liabilities exclude assets acquired and liabilities assumed through acquisitions.

The accompanying notes are an integral part of the unaudited Condensed Consolidated Financial Statements.

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REGIS CORPORATION

NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS

(Unaudited)

1. BASIS OF PRESENTATION OF UNAUDITED INTERIM CONDENSED CONSOLIDATED FINANCIAL STATEMENTS AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES:

The unaudited interim Condensed Consolidated Financial Statements of Regis Corporation (the Company) as of December 31, 2010 and for the three and six months ended December 31, 2010 and 2009, reflect, in the opinion of management, all adjustments necessary to fairly state the consolidated financial position of the Company as of December 31, 2010 and the consolidated results of its operations and its cash flows for the interim periods. Adjustments consist only of normal recurring items, except for any discussed in the notes below. The results of operations and cash flows for any interim period are not necessarily indicative of results of operations and cash flows for the full year.

The Consolidated Balance Sheet data for June 30, 2010 was derived from audited Consolidated Financial Statements, but does not include all disclosures required by accounting principles generally accepted in the United States of America (GAAP). The unaudited interim Condensed Consolidated Financial Statements should be read in conjunction with the Company s Annual Report on Form 10-K for the year ended June 30, 2010 and other documents filed or furnished with the Securities and Exchange Commission (SEC) during the current fiscal year.

The unaudited condensed consolidated financial statements of the Company as of December 31, 2010 and for the three and six month periods ended December 31, 2010 and 2009 included in this Form 10-Q have been reviewed by PricewaterhouseCoopers LLP, an independent registered public accounting firm. Their separate report dated February 9, 2011 appearing herein, states that they did not audit and they do not express an opinion on that unaudited financial information. Accordingly, the degree of reliance on their report on such information should be restricted in light of the limited nature of the review procedures applied. PricewaterhouseCoopers LLP is not subject to the liability provisions of Section 11 of the Securities Act of 1933 for their report on the unaudited financial information because that report is not a report or a part of the registration statement prepared or certified by PricewaterhouseCoopers LLP within the meaning of Sections 7 and 11 of the Act.

Stock-Based Employee Compensation:

Stock-based awards are granted under the terms of the 2004 Long Term Incentive Plan (2004 Plan). Additionally, the Company has outstanding stock options under its 1991 Stock Option Plan (1991 Plan) and 2000 Stock Option Plan (2000 Plan), although the Plans terminated in 2001 and 2010, respectively. On October 28, 2010 our stockholders approved an amendment to the 2004 Plan to increase the maximum number of shares of the Company s common stock authorized for issuance from 2,500,000 to 6,750,000. Under these plans, four types of stock-based compensation awards are granted: stock options, equity-based stock appreciation rights (SARs), restricted stock awards (RSAs) and restricted stock units (RSUs). The stock-based awards, other than the RSUs, expire within ten years from the grant date. The RSUs cliff vest after five years, and payment of the RSUs is deferred until January 31 of the year following vesting. Unvested awards are subject to forfeiture in the event of termination of employment. The Company utilizes an option-pricing model to estimate the fair value of options and SARs at their grant date. Stock options and SARs are granted at not less than fair market value on the date of grant. The Company s primary employee stock-based compensation grant occurs during the fourth fiscal quarter. The Company generally recognizes compensation expense for its stock-based compensation awards on a straight-line basis over a five-year vesting period. Awards granted do not contain acceleration of vesting terms for

retirement eligible recipients.

Total compensation cost for stock-based payment arrangements totaled \$2.6 and \$2.3 million for the three months ended December 31,2010 and 2009 respectively, and \$5.0 and \$4.6 million for the six months ended December 31,2010 and 2009, respectively.

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Stock options outstanding, weighted average exercise price and weighted average fair values as of December 31, 2010 were as follows:

Options	Shares	Weighted Average Exercise Price
	(in thousands)	
Outstanding at June 30, 2010	980 \$	29.48
Granted		
Exercised	(4)	15.09
Forfeited or expired	(4)	22.90
Outstanding at September 30, 2010	972 \$	29.56
Granted		
Exercised	(42)	15.04
Forfeited or expired	(32)	15.90
Outstanding at December 31, 2010	898 \$	30.73
Exercisable at December 31, 2010	623 \$	32.77

Outstanding options of 898,338 at December 31, 2010 had an intrinsic value (the amount by which the stock price exceeded the exercise or grant date price) of zero and a weighted average remaining contractual term of 5.0 years. Exercisable options of 623,238 at December 31, 2010 had an intrinsic value of zero and a weighted average remaining contractual term of 3.7 years. Of the outstanding and unvested options, 255,755 are expected to vest with a \$26.44 per share weighted average grant price, a weighted average remaining contractual life of 7.9 years and a total intrinsic value of zero.

All options granted relate to stock option plans that have been approved by the shareholders of the Company.

A rollforward of RSAs, RSUs and SARs outstanding, as well as other relevant terms of the awards, were as follows:

	Nonvested		SARs	ling		
	Restricted Stock Outstanding Shares/Units (in thousands)		Weighted Average Grant Date Fair Value	Shares (in thousands)		Weighted Average Exercise Price
Balance, June 30, 2010	1,146	\$	24.70	1,110	\$	26.24
Granted	7		16.77			
Vested/Exercised	3		19.50			
Forfeited or expired	(18)		21.94	(21)		25.58
Balance, September 30, 2010	1,138	\$	24.68	1,089	\$	26.25
Granted						
Vested/Exercised	(11)		21.31			
Forfeited or expired				(13)		28.36
Balance, December 31, 2010	1,127	\$	24.71	1,076	\$	26.23

Outstanding and unvested RSAs of 911,666 at December 31, 2010 had an intrinsic value of \$15.1 million and a weighted average remaining unvested term of 1.9 years. Of the outstanding and unvested awards, 866,121 are expected to vest with a total intrinsic value of \$14.4 million.

Outstanding and unvested RSUs of 215,000 at December 31, 2010 had an intrinsic value of \$3.6 million and a weighted average remaining contractual term of 1.2 years. All unvested RSUs are expected to vest in fiscal year 2012.

Outstanding SARs of 1,075,700 at December 31, 2010 had a total intrinsic value of zero and a weighted average remaining contractual term of 7.1 years. Exercisable SARs of 452,670 at December 31, 2010 had a total intrinsic value of zero and a weighted average remaining contractual term of 6.0 years. Of the outstanding and unvested rights, 603,000 are expected to vest with a \$22.10 per share weighted average grant price, a weighted average remaining contractual life of 8.0 years and a total intrinsic value of zero.

During the three and six months ended December 31, 2010 total cash received from the exercise of share-based instruments was \$0.6 and \$0.7 million, respectively. During the three and six months ended December 31, 2009 total cash received from the exercise of share-based instruments was zero.

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As of December 31, 2010, the total unrecognized compensation cost related to all unvested stock-based compensation arrangements was \$23.0 million. The related weighted average period over which such cost is expected to be recognized was approximately 3.1 years as of December 31, 2010.

The total intrinsic value of all stock-based compensation that was exercised during the three and six months ended December 31, 2010 was \$0.2 and \$0.2 million, respectively. The total intrinsic value of all stock-based compensation that was exercised during the three and six months ended December 31, 2009 was zero.

Goodwill:

Goodwill is tested for impairment annually or at the time of a triggering event. In evaluating whether goodwill is impaired, the Company compares the carrying value of each reporting unit, including goodwill, to the estimated fair value of the reporting unit. The carrying value of each reporting unit is based on the assets and liabilities associated with the operations of the reporting unit, including allocation of shared or corporate balances among reporting units. Allocations are generally based on the number of salons in each reporting unit as a percent of total company-owned salons.

The Company calculates the estimated fair value of the reporting units based on discounted future cash flows that utilize estimates in annual revenue, gross margins, fixed expense rates, allocated corporate overhead, and long-term growth for determining terminal value. The Company s estimated future cash flows also take into consideration acquisition integration and maturation. Where available and as appropriate, comparative market multiples are used to corroborate the results of the discounted cash flow. The Company considers its various concepts to be reporting units when testing for goodwill impairment because that is where the Company believes the goodwill resides. The Company periodically engages third-party valuation consultants to assist in evaluation of the Company s estimated fair value calculations. The Company s policy is to perform its annual goodwill impairment test during its third quarter of each fiscal year ending June 30.

In the situations where a reporting unit s carrying value exceeds its estimated fair value, the amount of the impairment loss must be measured. The measurement of impairment is calculated by determining the implied fair value of a reporting unit s goodwill. In calculating the implied fair value of goodwill, the fair value of the reporting unit is allocated to all other assets and liabilities of that unit based on the relative fair values. The excess of the fair value of the reporting unit over the amount assigned to its assets and liabilities is the implied fair value of goodwill. The goodwill impairment is measured as the excess of the carrying value of goodwill over its implied fair value.

As a result of the Company s annual impairment analysis of goodwill during the third quarter of fiscal year 2010, a \$35.3 million impairment charge was recorded within continuing operations for the excess of the carrying value of goodwill over the implied fair value of goodwill for the Regis salon concept. The estimated fair value of the Promenade salon concept exceeded its respective carrying value by approximately 10.0 percent. The respective fair values of the Company s remaining reporting units exceeded fair value by greater than 20.0 percent. While the Company has determined the estimated fair value of Promenade to be appropriate based on the historical level of revenue growth, operating income and cash flows, it is reasonably likely that Promenade may become impaired in future periods. The term reasonably likely refers to an occurrence that is more than remote but less than probable in the judgment of the Company. Because some of the factors that influence the inherent assumptions and estimates used in determining the fair value of the reportable segment are outside the control of management, changes in these underlying assumptions can adversely impact fair value. Potential impairment of a portion or all of the carrying value of the Promenade salon concept goodwill is dependent on many factors and cannot be predicted with certainty.

As of December 31, 2010, the Company s estimated fair value, as determined by the sum of our reporting units fair value, reconciled to within a reasonable range of our market capitalization which included an assumed control premium. The Company concluded there were no triggering events requiring the Company to perform an interim goodwill impairment test between the annual impairment testing and December 31, 2010.

A summary of the Company s goodwill balance as of December 31, 2010 by reporting unit is as follows:

Reporting Unit	As of December 31, 2010 (Dollars in thousands)		
Regis	\$	103,654	
MasterCuts		4,652	
SmartStyle		48,686	
Supercuts		123,376	
Promenade		313,734	
Total North America Salons		594,102	
Hair Restoration Centers		151,574	
Total	\$	745,676	

Recent Accounting Standards Adopted by the Company:

Disclosure about the Credit Quality of Financing Receivables and the Allowance for Credit Losses

In July 2010, the FASB issued guidance to amend the disclosure requirements related to the credit quality of financing receivables and the allowance for credit losses. The guidance requires disclosures on a disaggregated basis on two defined levels: (1) portfolio segment; and (2) class of financing receivable. The guidance amends existing disclosures to require an entity to provide the following disclosures on a disaggregated basis: rollforward schedule of the allowance for credit losses from the beginning to the end of the reporting period on a portfolio segment basis, the related recorded investment in financing receivables for each disaggregated ending balance, the nonaccrual status of financing receivables by class of financing receivables, and impaired financing receivables by class of financing receivables. Additionally, the guidance requires, among other things, new disclosures on the credit quality indicators of financing receivables at the end of the reporting period by class of financing receivables and the aging of past due financing receivables at the end of the reporting period by class of financing receivables. The new and amended disclosures presented as of the end of a reporting period are effective for interim and annual reporting periods ending on or after December 15, 2010. The new and amended disclosures about activity that occurs during a reporting period are effective for interim and annual reporting periods beginning on or after December 15, 2010. The adoption of the new guidance on October 1, 2010, for disclosure requirements related to the credit quality of financing receivables and allowance for credit losses, did not have a material effect on the Company s financial position, results of operations, and cash flows.

Disclosures about Fair Value of Financial Instruments

In January 2010, the FASB issued guidance to amend the disclosure requirements related to recurring and nonrecurring fair value measurements. The guidance requires new disclosures on the transfers of assets and liabilities between Level 1 (quoted prices in active market for identical assets or liabilities) and Level 2 (significant other observable inputs) of the fair value measurement hierarchy, including the reasons and the timing of the transfers. Additionally, the guidance requires a roll forward of activities on purchases, sales, issuance, and settlements of the assets and liabilities measured using significant unobservable inputs (Level 3 fair value measurements).

The Company adopted the new disclosure guidance on January 1, 2010 and the disclosure on the roll forward activities for Level 3 fair value measurements will be adopted by the Company on July 1, 2011.

Multiple-Deliverable Revenue Arrangements

In October 2009, the FASB issued guidance on the accounting for multiple-deliverable revenue arrangements. The guidance removes the criterion that entities must use objective and reliable evidence of fair value in separately accounting for deliverables and provides entities with a hierarchy of evidence that must be considered when allocating arrangement consideration. The new guidance also requires entities to allocate arrangement consideration to the separate units of accounting based on the deliverables—relative selling price. The adoption of the new guidance on July 1, 2010, for multiple-deliverable revenue arrangements, did not have a material effect on the Company—s financial position, results of operations, and cash flows.

Amendments to Accounting for Variable Interest Entities

In June 2009, the FASB issued guidance on the accounting for variable interest entities (VIE). The guidance requires a qualitative approach to identifying a controlling financial interest in a VIE and requires ongoing assessment of whether an entity is a VIE and whether an entity is a primary beneficiary of a VIE. This guidance requires enhanced disclosures that will provide users of financial statements with more transparent information about an enterprise s involvement in a VIE. The adoption of the new guidance on July 1, 2010, for variable interest entities, did not have a material effect on the Company s financial position, results of operations, and cash flows.

2. DISCONTINUED OPERATIONS:

On February 16, 2009, the Company sold its Trade Secret salon concept (Trade Secret). The Company concluded, after a comprehensive review of strategic and financial options, to divest Trade Secret. The sale of Trade Secret included 655 company-owned salons and 57 franchise salons, all of which had historically been reported within the Company s North America reportable segment. The sale of Trade Secret included Cameron Capital I, Inc. (CCI). CCI owned and operated PureBeauty and BeautyFirst salons which were acquired by the Company on February 20, 2008.

The Company concluded that Trade Secret qualified as held for sale as of December 31, 2008, under accounting for the impairment or disposal of long-lived asset guidance, and is presented as discontinued operations in the Condensed Consolidated Statements of Operations for all periods presented. The operations and cash flows of Trade Secret have been eliminated from ongoing operations of the Company and there will be no significant continuing involvement in the operations after disposal pursuant to guidance in determining whether to report discontinued operations. The agreement included a provision that the Company would supply product to the purchaser of Trade Secret and provide certain administrative services for a transition period. Under this agreement, the Company recognized \$20.0 million of product revenues on the supply of product sold to the purchaser of Trade Secret during the six months ended December 31, 2009, and \$1.9 million of other income related to the administrative services during the six months ended December 31, 2009. The agreement was substantially complete as of September 30, 2009.

Beginning within the second quarter of fiscal year 2010, the Company has an agreement in which the Company provides warehouse services to the purchaser of Trade Secret. Under the warehouse services agreement, the Company recognized \$0.7 and \$1.1 million of other income related to warehouse services during the three months ended December 31, 2010 and 2009, respectively. During the six months ended December 31, 2010 and 2009, the Company recognized \$1.4 and \$1.1 million, respectively, of other income related to warehouse services.

The following table provides the amounts due to the Company from the purchaser of Trade Secret:

	Classification	Decemb	oer 31, 2010 (Dollars in	_	ine 30, 2010
Carrying value:					
Warehouse services	Receivables, net	\$	244	\$	359
Note receivable, current	Other current assets		500		2,838
Note receivable, current valuation					
allowance	Other current assets				(611)
Note receivable, long-term	Other assets		32,026		29,000

Note receivable, long-term valuation

allowance	Other assets	(1,299)	
Total note receivable, net		\$ 31,471	\$ 31,586

During fiscal year 2010, the Company entered into a formal note receivable agreement with the purchaser of Trade Secret. On July 6, 2010, the purchaser of Trade Secret filed for Chapter 11 bankruptcy. In connection with the bankruptcy by the purchaser of Trade Secret, the note receivable agreement was amended in October 2010. The note receivable agreement accrues interest at 8.0 percent which is payable quarterly beginning in December 2010. Principal payments of \$0.5 million are due quarterly beginning in December 2011 with the remainder of the principal due in September 2015.

The Company concluded that the note receivable is an impaired loan as the Company s cash flows were affected through the extension of payment term concessions. The Company evaluated the note receivable for impairment by comparing the carrying amount of the note receivable to the estimated fair value of the collateral. Collateral for the note receivable under the agreement is assets, including property and equipment, inventory, promissory notes and cash, of the purchaser of Trade Secret that the Company believes fully collateralizes the \$31.5 million net receivable as of December 31, 2010. Should the collateral decline there is a risk the Company may need to record reserves in future quarters.

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The long-term valuation allowance on the note receivable is related to accrued interest from April 2010 through October 2010 that the Company has determined the collectability to be less than probable. The Company suspended recognition of interest income effective April 2010 and will use the cash basis method for recognizing future interest income. During the three months ended December 31, 2010, the Company received a quarterly interest payment from the purchaser of Trade Secret totaling approximately \$0.7 million.

The Company utilized the consolidation of variable interest entities guidance to determine whether or not Trade Secret was a VIE, and if so, whether the Company was the primary beneficiary of Trade Secret. The Company concluded that Trade Secret is a VIE based on the fact that the equity investment at risk in Trade Secret is insufficient. The Company determined that it is not the primary beneficiary of Trade Secret based on its exposure to the expected losses of Trade Secret and as it is not the variable interest holder that is most closely associated with the relationship and the significance of the activities of Trade Secret. The exposure to loss related to the Company s involvement with Trade Secret is the carrying value of the amount due from the purchaser of Trade Secret and the guarantee of less than 30 operating leases. The Company has determined the exposure to the risk of loss on the guarantee of the operating leases to be remote.

The income from discontinued operations is summarized below:

	For the Six Months Ended December 31,				
	20	10 200	9		
		(Dollars in thousands)			
Income from discontinued operations, before income taxes	\$	\$	154		
Income tax benefit on discontinued operations			3,007		
Income from discontinued operations, net of income taxes	\$	\$	3,161		

During the first quarter of fiscal year 2010, the Company recorded a \$3.0 million tax benefit in discontinued operations to correct the prior year calculation of the income tax benefit related to the disposition of the Trade Secret salon concept. The Company does not believe the adjustment is material to its results of operations for the six months ended December 31, 2009 or its financial position or results of operations of any prior periods.

3. SHAREHOLDERS EQUITY:

Net Income Per Share:

The Company s basic earnings per share is calculated as net income divided by weighted average common shares outstanding, excluding unvested outstanding RSAs and RSUs. The Company s dilutive earnings per share is calculated as net income divided by weighted average common shares and common share equivalents outstanding, which includes shares issuable under the Company s stock option plan and long-term incentive plan and dilutive securities. Stock-based awards with exercise prices greater than the average market value of the Company s common stock are excluded from the computation of diluted earnings per share. The Company s dilutive earnings per share will also reflect the assumed conversion under the Company s convertible debt if the impact is dilutive. The impact of the convertible debt is excluded from the computation of diluted earnings per share when interest expense per common share obtainable upon conversion is greater than basic earnings per share.

The following table sets forth a reconciliation of shares used in the computation of basic and diluted earnings per share:

	For the Periods Ended December 31,							
	Three Mo	onths	Six Mont	ths				
	2010	2009	2010	2009				
		(Shares in tho	usands)					
Weighted average shares for								
basic earnings per share	56,684	56,287	56,657	55,215				
Effect of dilutive securities:								
Dilutive effect of stock-based								
compensation	294	125	238	91				
Dilutive effect of convertible								
debt	11,158	11,158	11,158	10,309				
Weighted average shares for								
diluted earnings per share	68,136	67,570	68,053	65,615				

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The following table sets forth the awards which are excluded from the various earnings per share calculations:

	For the Periods Ended December 31,							
	Three M	Months	Six Mon	ths				
	2010	2009	2010	2009				
	(Shares in t	housands)	(Shares in the	ousands)				
Basic earnings per share:								
RSAs (1)	912	819	912	819				
RSUs (1)	215	215	215	215				
	1,127	1,034	1,127	1,034				
Diluted earnings per share:								
Stock options (2)	898	1,026	898	1,026				
SARs (2)	1,076	1,108	1,076	1,108				
RSAs (2)	109	184	109	806				
	2,083	2,318	2,083	2,940				

(1) Shares were not vested

(2) Shares were anti-dilutive

The following table sets forth a reconciliation of the net income from continuing operations available to common shareholders and the net income from continuing operations for diluted earnings per share under the if-converted method:

	For the Periods Ended December 31,								
		Three 1	Months			Six Month	s		
		2010		2009		2010	2009		
				(Dollars in t	housand	ds)			
Net income from continuing									
operations available to common									
shareholders	\$	14,505	\$	18,154	\$	32,825 \$	22,765		
Effect of dilutive securities:									
Interest on convertible debt		2,013		1,936		4,027	3,565		
Net income from continuing operations for diluted earnings per									
share	\$	16,518	\$	20,090	\$	36,852 \$	26,330		

Additional Paid-In Capital:

The change in additional paid-in capital during the six months ended December 31, 2010 was due to the following:

(Dollars in thousands)

Balance, June 30, 2010	\$ 332,372
Stock-based compensation	5,004
Exercise of stock options	689
Franchise stock incentive plan	389
Tax benefit realized upon exercise of stock options	67
Other	(7)
Balance, December 31, 2010	\$ 338,514

Comprehensive Income:

Components of comprehensive income for the Company include net income, changes in fair market value of financial instruments designated as hedges of interest rate or foreign currency exposure and foreign currency translation charged or credited to the cumulative translation account within shareholders equity. Comprehensive income for the three and six months ended December 31, 2010 and 2009 was as follows:

For the Periods Ended December 31,							
Three M	Ionths						
2010		2009		2010		2009	
(Dollars in t	housai	nds)		(Dollars in tl	iousan	ds)	
\$ 14,505	\$	18,154	\$	32,825	\$	25,926	
(31)		31		(95)		2,132	
2,756		(641)		17,552		12,645	
\$ 17,230	\$	17,544	\$	50,282	\$	40,703	
	2010 (Dollars in t \$ 14,505 (31) 2,756	Three Months 2010 (Dollars in thousan \$ 14,505 \$ (31) 2,756	Three Months 2010 2009 (Dollars in thousands) \$ 14,505 \$ 18,154 (31) 31 2,756 (641)	Three Months 2010 2009 (Dollars in thousands) \$ 14,505 \$ 18,154 \$ (31) 31 2,756 (641)	Three Months 2009 2010 (Dollars in thousands) (Dollars in th thousands) (Dollars in th the second se	Three Months 2010 2009 2010 (Dollars in thousands) \$ 14,505 \$ 18,154 \$ 32,825 \$ (31) 31 (95) 2,756 (641) 17,552	

4. FAIR VALUE MEASUREMENTS:

On July 1, 2008, the Company adopted fair value measurement guidance for financial assets and liabilities. On July 1, 2009, the Company adopted fair value measurement guidance for nonfinancial assets and liabilities. This guidance defines fair value, establishes a framework for measuring fair value and expands disclosure requirements about fair value measurements. This guidance defines fair value as the price that would be received to sell an asset or paid to transfer a liability (an exit price) in the principal or most advantageous market for the asset or liability in an orderly transaction between market participants on the measurement date. The fair value hierarchy prescribed by this guidance contains three levels as follows:

Level 1 Unadjusted quoted prices that are available in active markets for the identical assets or liabilities at the measurement date.

Level 2 Other observable inputs available at the measurement date, other than quoted prices included in Level 1, either directly or indirectly, including:

- Quoted prices for similar assets or liabilities in active markets;
- Quoted prices for identical or similar assets in non-active markets;

- Inputs other than quoted prices that are observable for the asset or liability; and
- Inputs that are derived principally from or corroborated by other observable market data.

Level 3 Unobservable inputs that cannot be corroborated by observable market data and reflect the use of significant management judgment. These values are generally determined using pricing models for which the assumptions utilize management s estimates of market participant assumptions.

Assets and Liabilities that are Measured at Fair Value on a Recurring Basis

The fair value hierarchy requires the use of observable market data when available. In instances in which the inputs used to measure fair value fall into different levels of the fair value hierarchy, the fair value measurement has been determined based on the lowest level input that is significant to the fair value measurement in its entirety. The Company s assessment of the significance of a particular item to the fair value measurement in its entirety requires judgment, including the consideration of inputs specific to the asset or liability. The following tables sets forth by level within the fair value hierarchy, the Company s financial assets and liabilities that were accounted for at fair value on a recurring basis at December 31, 2010 and June 30, 2010, according to the valuation techniques the Company used to determine their fair values.

	 Value at ber 31, 2010	Level 1	Using Inputs Lev	Measurements Considered a rel 2 n thousands)	Level 3
ASSETS					
Non-current assets					
Preferred shares	\$ 3,831	\$	\$		\$ 3,831
LIABILITIES					
Current liabilities					
Derivative instruments	\$ 380	\$	\$	380	\$
Non-current liabilities					
Derivative instruments	\$ 587	\$	\$	587	\$
Equity put option	24,082				24,082

	 /alue at 30, 2010	Level 1	Using Inputs	Measurements Considered as vel 2 thousands)	•	Level 3
ASSETS						
Non-current assets						
Derivative instruments	\$ 274	\$	\$	274	\$	
Preferred shares	3,502					3,502
LIABILITIES						
Current liabilities						
Derivative instruments	\$ 401	\$	\$	401	\$	
Non-current liabilities						
Derivative instruments	\$ 1,039	\$	\$	1,039	\$	
Equity put option	22,009					22,009

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Changes in Financial Instruments Measured at Level 3 Fair Value on a Recurring Basis

The following tables present the changes during the three and six months ended December 31, 2010 and 2009 in our Level 3 financial instruments that are measured at fair value on a recurring basis.

Changes in Financial Instruments Measured								
Prefer	red Shares	•	•		Total			
		(Dolla	rs in thousands)					
\$	3,502	\$	22,009	\$	25,511			
	230		2,514		2,744			
\$	3,732	\$	24,523	\$	28,255			
	99		(441)		(342)			
\$	3,831	\$	24,082	\$	27,913			
		\$ 3,502 \$ 230 \$ 3,732	### Act Level 3 Factor	at Level 3 Fair Value Classified Preferred Shares \$ Equity Put Option (Dollars in thousands) \$ 3,502 \$ 22,009 230 \$ 2,514 \$ 3,732 \$ 24,523 99 (441)	at Level 3 Fair Value Classified as Preferred Shares Equity Put Option (Dollars in thousands) \$ 3,502 \$ 22,009 \$ 230 2,514 \$ 3,732 \$ 24,523 \$ 99 (441)			

	Measured at Level 3 Fair Value Classified as							
	Equ	uity Put Option		Total				
		(Dollars in the	usands)				
Balance at July 1, 2009	\$	24,161	\$	24,161				
Total realized and unrealized gains (losses) including								
translation:								
Included in other comprehensive income		1,029		1,029				
Balance at September 30, 2009	\$	25,190	\$	25,190				
Total realized and unrealized gains (losses) including								
translation:								
Included in other comprehensive income		(551)		(551)				
Balance at December 31, 2009	\$	24,639	\$	24,639				

The following methods and assumptions were used to estimate the fair value of each class of financial instrument:

Derivative instruments. The Company s derivative instrument assets and liabilities consist of cash flow hedges represented by interest rate swaps and forward foreign currency contracts. The instruments are classified as Level 2 as the fair value is obtained using observable inputs available for similar liabilities in active markets at the measurement date, as provided by sources independent from the Company. See breakout by type of contract and reconciliation to the balance sheet line item that each contract is classified within Note 7 of the Condensed Consolidated Financial Statements.

Changes in Financial Instruments

Equity put option. The Company s merger of the European franchise salon operations with the operations of the Franck Provost Salon Group on January 31, 2008 contained an equity put and an equity call. In December 2010, a portion of the Equity Put was exercised. See further discussion within Note 6 to the Condensed Consolidated Financial Statements. The equity put option is valued using binomial lattice models that incorporate assumptions including the business enterprise value at that date and future estimates of volatility and earnings before interest, taxes,

and depreciation and amortization multiples.

Preferred Shares. The Company has preferred shares in Yamano Holding Corporation. See further discussion within Note 6 to the Condensed Consolidated Financial Statements. The preferred shares are classified as Level 3 as there are no quoted market prices and minimal market participant data for preferred shares of similar rating. The preferred shares are classified within investment in and loans to affiliates on the Condensed Consolidated Balance Sheet. The fair value of the preferred shares is based on the financial health of Yamano Holding Corporation and terms within the preferred share agreement which allow the Company to convert the subscription amount of the preferred shares into equity of MY Style, a wholly owned subsidiary of Yamano Holding Corporation. As of December 31, 2010, the subscription value of the preferred shares of 311,131,284 Yen (\$3.8 million) represents the fair value of the preferred shares.

Financial Instruments. In addition to the financial instruments listed above, the Company s financial instruments also include cash, cash equivalents, receivables, accounts payable and debt.

The fair value of cash and cash equivalents, receivables and accounts payable approximated the carrying values as of December 31, 2010. At December 31, 2010, the estimated fair values and carrying amounts of debt were \$425.2 and \$404.1 million, respectively. The estimated fair value of debt was determined based on internal valuation models, which utilize quoted market prices and interest rates for the same or similar instruments.

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Assets and Liabilities Measured at Fair Value on a Nonrecurring Basis. We measure certain assets, including the Company s equity method investments, tangible fixed assets and goodwill, at fair value on a nonrecurring basis when they are deemed to be other-than-temporarily impaired. The fair values of our investments are determined based on valuation techniques using the best information available, and may include quoted market prices, market comparables, and discounted cash flow projections.

There were no assets measured at fair value on a nonrecurring basis during the three and six months ended December 31, 2010 and 2009.

5. GOODWILL AND OTHER INTANGIBLES:

The table below contains details related to the Company s recorded goodwill as of December 31, 2010 and June 30, 2010:

	Salons				Hair Restoration				
	Nort	h America		International (Dollars in	thousan	Centers ads)		Consolidated	
Gross goodwill at June 30,									
2010	\$	700,012	\$	41,661	\$	150,380	\$	892,053	
Accumulated impairment									
losses		(113,403)		(41,661)				(155,064)	
Net goodwill at June 30, 2010		586,609				150,380		736,989	
Goodwill acquired (1)		3,949				1,197		5,146	
Translation rate adjustments		3,544				(3)		3,541	
Gross goodwill at									
December 31, 2010		707,505		41,661		151,574		900,740	
Accumulated impairment									
losses		(113,403)		(41,661)				(155,064)	
Net goodwill at December 31,									
2010	\$	594,102	\$		\$	151,574	\$	745,676	

⁽¹⁾ See Note 6 to the Condensed Consolidated Financial Statements.

The table below presents other intangible assets as of December 31, 2010 and June 30, 2010:

	Cost	Ac	nber 31, 2010 cumulated nortization	Net Cost (Dollars in thousands)				ne 30, 2010 ecumulated nortization	Net	
Amortized intangible assets:										
Brand assets and trade names	\$ 80,088	\$	(13,223)	\$ 66,865	\$	79,596	\$	(12,139)	\$	67,457

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Customer lists	52,272	(31,369)	20,903	52,045	(28,652)	23,393
Franchise agreements	21,768	(8,264)	13,504	21,245	(7.543)	13,702
- C			- /	, -	(-))	- ,
Lease intangibles	14,886	(4,778)	10,108	14,674	(4,360)	10,314
Non-compete						
agreements	341	(190)	151	320	(146)	174
Other	5,297	(2,260)	3,037	6,755	(3,725)	3,030
	\$ 174,652	\$ (60,084)	\$ 114,568	\$ 174,635	\$ (56,565)	\$ 118,070

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All intangible assets have been assigned an estimated finite useful life and are amortized over the number of years that approximate their respective useful lives (ranging from one to 40 years). The cost of intangible assets is amortized to earnings in proportion to the amount of economic benefits obtained by the Company in that reporting period. The weighted average amortization periods, in total and by major intangible asset class, are as follows:

Weighted Average Amortization Period (In years)