



Business Summary

Nexia Holdings Inc. (OTCBB: NXHD) is a diversified holdings company with operations in real estate, health & beauty, and fashion retail. Nexia owns a majority interest in Green Endeavors, Ltd. (OTC: GRNE), which operates Landis Lifestyle Salon ("Landis"), a hair salon built exclusively around the world-class Aveda™ product line. Landis operates two salons located in Salt Lake City and Bountiful, Utah. Through its Style Perfect, Inc. subsidiary, Nexia owns the innovative retail and design firm Black Chandelier and its related brands. Black Chandelier currently operates one retail location and an online store at www.blackchandelier.com. The Company's real estate division owns three commercial properties that generate rental income.

Salon Operations

Landis Lifestyle Salon, located in Salt Lake City, is an Aveda™ Lifestyle Salon; while Landis Salon, located in Bountiful, is an Aveda™ Concept Salon. Landis operates under the guidelines set forth by Aveda™, which is an internationally recognized brand in earth-friendly cosmetics, and is owned by beauty industry giant Estée Lauder. Aveda™ utilizes organic ingredients in many of their products, and Landis' foundation is based upon using their products and following Aveda™ principles.

At Landis, Nexia invests in top flight, proven health care and beauty concepts that allow the Company to generate substantial revenues on a profitable basis. Landis Salons has plans for up to five (5) locations in the greater Salt Lake region before embarking on a national expansion plan that could include franchise opportunities.

Retail Operations

Style Perfect, Inc. is a newly founded clothing retailer that operates under the trade names owned by Black Chandelier. At Style Perfect, Nexia works with experienced designers with signature style who have proven themselves in the global

STOCK INFORMATION



Business:	Real Estate Holdings, Health & Beauty, and Fashion Retail
OTC BB Symbol:	NXHD
Market Price:	\$0.0098 (10/1/08)
52 Week Range:	\$0.0001 - 0.20
Avg. Daily Volume:	10,000
Est. Public Float:	38.5 Million
Shares Outstanding:	78.5 Million
Market Cap:	\$0.41 Million
Fiscal Year End:	December 31

fashion industry and in multiple vertical markets. Style Perfect's philosophy is that fashion should be accessible, interesting and reasonably priced. In a world of mass market retailing with very little attention to individuality, Black Chandelier produces high-quality women and men's clothing in limited batches, with fresh inventory and eclectic product mixes designed in-house that encourage frequent shopping and brand loyalty. Sales are made online or in the local store in Utah. Black Chandelier is targeted to women and men of any age, but primarily appeal to those with the most disposable income, preteens through young adults, seeking personal style versus conformity.

Founder and Senior Designer of Black Chandelier Jared Gold is a celebrity in his own right. Jared (www.jaredgold.com) has guest starred on the TV shows America's Next Top Model and the BBC's Absolutely Fabulous, and has customized outfits for the Divas of the WWE. The inventor of the

Giant Madagascar Hissing cockroach worn as jewelry, known as the "Roach Brooch," Jared's unconventional designs were even part of a story line in TV series CSI: NY. Jared takes his runway events on the road to major US fashion hubs like Los Angeles, where his show draws a mix of traditional media like Variety and The LA Times, along with fans, celebrities, and spectators.

With his reputation preceding him, Jared Gold and Black Chandelier bring Style Perfect impressive brand equity. Nexia also recently hired a like minded fashion designer, Daniel Nappi Jr., to further build out the unique Black Chandelier label. Nexia has renewed focus on its online sales at www.blackchandelier.com, while it has closed all but one retail store. With streamlined operations, Black Chandelier can more easily and cost-effectively scale up operations and expand both nationally and globally using the Internet.

The Black Chandelier workroom and headquarters now occupy the landmark Victorian Bennett Paint and Glass building in downtown Salt Lake City. Jared Gold Couture, Black Chandelier Men's and Women's, Pink Chandelier (children's wear), Lemon (skate wear), and Black Chandelier Home (gifts, candles, stationery and linens) are the brands designed in Salt Lake City, Utah.

Marketing & Sales

In September 2008, Nexia engaged Clearvision International, Inc. (OTC: CVNI) of West Hollywood, California to launch a comprehensive advertising campaign to market Nexia's family of companies, in exchange of shares of common stock of Nexia. The 12-month long campaign is designed to predominately ramp-up online sales of Black Chandelier.

Clearvision has a long and extensive "insider" list of celebrities available for endorsement projects. Celebrity endorsers create instant recognition,

generate visibility and add prominence to Nexia and the Black Chandelier retail brand. Clearvision, and its contracted professionals, will produce a high-quality video press release utilizing one of their celebrity spokespersons. Segments and/or all of this production will be aired no less than 30,000 times on national network television. Additionally, 100 news print articles in various publications will be placed. Clearvision will use over 200 news release placements and other public media.

Separately, Nexia inked a deal to run a full page ad in Teen Impact magazine. The magazine's first issue will be printed on 500,000 copies to be distributed to approximately 5 million high school students in an estimated 38 states. The advertisement will feature www.blackchandelier.com along with a 20% promotional coupon. Teen Impact will have a longer shelf life than most forms of advertising because it will be made available directly to students at school for free. Circulation is expected to be 1.2 million in subsequent distributions.

Style Perfect has an order to receive 2,000 pieces of clothing from its overseas manufacturer to provide immediate, on-hand inventory to support its aggressive advertising blitz. The Fall/Winter apparelline has a total retail value of about \$245,000. These products will be available online just as the full page ad in Teen Impact hits classrooms across the country.

Real Estate

Nexia has been acquiring undervalued properties in the area of Salt Lake City since the early 1990's. The Company's existing portfolio of properties includes the historic Wallace-Bennett Building, a 38,000 sq. ft. multi-story office building in Salt Lake City; a 7,000 sq. ft. one-story retail building on State Street and adjacent lot in Salt Lake City; and a 100,000 sq. ft. building on Sam's Boulevard in

Corporate Highlights

Licensing Opportunities – Black Chandelier has two fashion designers Daniel Nappi Jr. and Jared Gold. Jared Gold routinely garners the media's attention (threadbangers.com, WWE, America's Next Top Model, CSI:NY), bringing the potential to create lucrative licensing opportunities.

Brand Equity – Landis Lifestyle Salon is based on the guidelines of Aveda™, the world-class organic beauty brand owned by Estée Lauder.

Innovative Marketing – Nexia has engaged Clearvision International (OTC: CVNI) to run a national 12-month video ad campaign featuring a top-tier celebrity spokesperson to ramp up sales at Black Chandelier and introduce the general public to Nexia.

Profitable, Top-line Growth – For the first six months of 2008, Nexia's salon business posted a profit of \$86,770. The two existing Landis salons are on track to generate at least \$2.3 million in gross revenues in 2008.

Aggressive Expansion – Nexia's long-term goal is to acquire a minimum of 25 additional salons that on average generate at least \$1 million in revenues per salon.

Spin-Off Dividend – Nexia's current shareholders will receive shares of Green Endeavors, Ltd. (OTC: GRNE) once it is spun-off as a fully reporting company.

Kearns. The company also owns seven small parcels of undeveloped raw land in Utah and Kansas.

Nexia typically invests in underperforming properties. Nexia's objective is to acquire properties that would require only limited improvements in order to increase their occupancy, improve cash flow, and enhance potential resale value. From time to time, Nexia may sell its commercial properties when market conditions are favorable.

Recent Results

Nexia reported gross revenues for the three and six month periods ended June 30, 2008 of \$680,439 and \$1,495,787 as compared to \$739,610 and \$1,478,384 for the same periods in 2007. Revenues for the three months were down by 8%, while revenues for the six months were up by 1.2% for the comparable periods in 2007.

The silver lining in Nexia's financials is that for the first six months of 2008, Nexia's retail salon business posted a profit of \$86,770. Nexia has taken all anticipated heavy hits to its financials in 2008 by writing down many assets. For instance, Nexia wrote down over \$785,285 in marketable securities, which could possibly be recovered. Nexia is seeking acquisitions of additional salon locations that can carry Aveda™ products and is ramping up the online sales of Black Chandelier. Nexia sees current market conditions as an opportunity to acquire other synergistic companies at a discount that would offer greater upside potential over the long-term.

Future Growth

Nexia has been challenged by tight credit, a downturn in the retail clothing market, and rising compliance and accounting costs. As a result, Nexia has decreased spending and focused on creating new cost efficiencies through online retail sales and highly-targeted marketing campaigns. Black Chandelier is retooling its clothing product mix, while Landis is focusing on growth through the acquisition of other AVEDA™ and/or synergistic salons. The two existing Landis salons are on track to generate at least \$2.3 million in gross revenues in 2008. Nexia's long-term goal is to acquire a minimum of 25 additional salons that would generate on average at least \$1 million in annual revenues per salon.

The Company is also continuing its efforts to make Green Endeavors, Ltd. (OTC: GRNE) a fully reporting company and thereafter distributing shares of GRNE to Nexia's current shareholders. Nexia also plans to move forward and secure the financing available to it upon the completion of its S-1 offering document, which is still in process. Upon the offering document clearing comments with the Securities and Exchange Commission, Nexia may be able to raise up to \$10 million pursuant to an equity line of credit.

Through its subsidiaries, Nexia has a talented team of 70 managers and staff ready to take the organization to the next level. The Company is on track to drive up revenues and create profitable salon and retail operations based on a combination of strategic acquisitions and internal growth built on its core brands.

Experienced Leadership

Richard D. Surber, *CEO*, specializes in complex corporate and securities law. He graduated from the University of Utah with a B.S. in Finance followed by a Juris Doctor with an emphasis in corporate law, including securities, taxation and bankruptcy.

Fredrick W. Hunzeker, *Controller*, holds a B.S. in Accounting and an M.B.A from the University of Utah. He has 10 years experience in public and corporate accounting with three of those years in management positions.

John Mortensen, *Senior Staff Accountant*, attained his B.S. In Accounting from the University of Utah. Past experience includes banking, personal tax preparation, and real estate sales.

Guy R. Cook, *Accounting Consultant*, is a C.P.A.; and received a B.S. in Accounting and an M.B.A. from the University of Utah. He has over 50 years of experience in public and corporate accounting.

Michael S. Golightly, *In-House Counsel*, has served in a similar position since September of 1996. He is a graduate of the Law School at St. Mary's University located in San Antonio, Texas, a graduate of the University of Utah, and received a LLM in taxation from Washington School of Law, Washington Institute for Graduate Studies. He holds an active law license in the State of Utah.

Pamela J. Hyde, *Office Manager*, previously spent 12 years as a Print Production Manager and prior to that seven years as an Office Manager. Her continued interest in property management led to her becoming a Certified Apartment Manager and she currently manages a rental property of her own.

Shauna Postma, *Executive Assistant*, graduated from Weber State College with an Associates Degree in Secretarial Science and received a BS in Business Management from University of Phoenix. She has over 20 years experience in office management.

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