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Director
Securities Operations



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November 9, 2006

Mr. Brian Johnson
Branch Chief
Securities and Exchange Commission
Branch of Filer Support 2
Room 2531
100 F Street, NE
Washington, DC 20549

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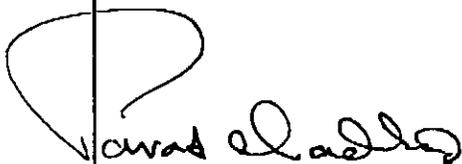
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B THOMSON
FINANCIAL

Dear Mr. Johnson:

The New York Stock Exchange certifies approval for listing and registration under the Securities Exchange Act of 1934, New Sally Holdings, Inc. (to be renamed Sally Beauty Holdings, Inc.), Common Stock, \$0.01 par value per share and requests immediate acceleration of registration. Adequate distribution assured. Form 8-A received on November 9, 2006. Tentative listing date - November 13, 2006.

Sincerely,



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