

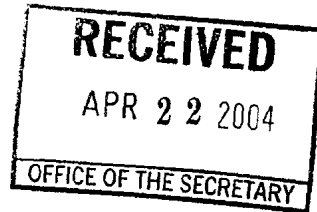
Regis corporation

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S-7-10-04

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April 15, 2004



SECURITIES AND EXCHANGE COMMISSION
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MARKET REGULATION
S7-10-04

Ms. Heather Seidel
Division of Market Regulation
United States Securities and Exchange Commission
Washington, DC 20549

Dear Ms. Seidel,

I am in receipt of your letter of March 21, 2004, wherein you commented on my letter of March 19th to Chairman Donaldson. I was looking forward to testifying in New York City at an SEC hearing next week. Unfortunately, my testimony had to be cancelled.

I do; however, want to give you a "short form" synopsis of my position on the opt-out provision. Our company is very concerned with the opt-out position because it could create a trading advantage for the largest and most sophisticated investors, while potentially significantly reducing liquidity and increasing volatility for all other investors, namely the smaller institutions and retail investors.

In my view, reduced liquidity and increased volatility would most severely impact companies with market capitalizations of \$10 billion or less, or 90 percent of all publicly traded companies, including Regis.

The equity market has been extremely important in allowing our company to grow. We have spent over \$1 billion in acquisitions in the last ten years, and would not have been able to have done so without a liquid market. In the event that the opt-out provision creates reduced liquidity, this could severely hamper companies like ours.

Equity markets for small to mid-cap companies may become cost prohibitive requiring them to limit future growth or look for expensive alternative sources of capital. Already challenged with a reduced research coverage and the costs associated with Sarbanes-Oxley compliance, small and mid-cap companies may be forced to reconsider the value of being publicly traded.

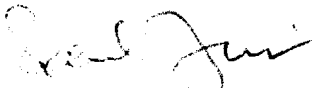
Ms. Heather Sidell
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I believe that this is a matter of public policy, and would like the Commission to reflect upon our position.

I am certainly available to speak to anyone at the Commission if you so desire.

Sincerely,

Regis Corporation

A handwritten signature in black ink, appearing to read "Paul D. Finkelstein".

Paul D. Finkelstein
President and CEO

PF/dm

cc: Catherine R. Kinney, Co-President, NYSE