

PRESS RELEASE:

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**Richard Surber Announces the Opening of the
Marmalade Landis Lifestyle Salon**

Salt Lake City, Utah: September 22, 2010: - Green Endeavors, Inc. (PINKSHEETS: GRNE), a majority owned subsidiary of Nexia Holdings, Inc. (PINKSHEETS: NXHD), announced that its new Landis Lifestyle Salon located at 569 North 300 West, Salt Lake City, Utah, is open for business.

Mr. Richard Surber, CEO, commented, “The design of our newest location was created with a vision towards replicating the design as we grow our salon business. The newest location has been in the works for over 6 months. The interior is visually stunning. Some of the design details include: 3 Form sliding doors, 3 Form backing on custom work stations, shiatsu massage washout chairs, cork board floors, custom cabinetry, designer lighting, backlit retail display shelving, custom checkout counter with our logo carved into glass, built in central vacuum, juxtaform ceiling accents, and many other design features.”

Mr. Surber continued, “Our newest salon is classified as a Lifestyle Salon by Aveda™ with 14 work stations, an aesthetics room, a manicure station, a pedicure station, 4 shampoo washout bowls, customized color station, and the latest SpaBiz Enterprise software system. It is my opinion that this location has the capacity to generate upwards of \$1.5M in gross revenues.”

The formal Grand Opening Celebration will take place on Friday, October 1, 2010, from 7:00 to 10:00 p.m. The celebration will include live music, refreshments, champagne, wine, a raffle for a gift basket of Aveda™ products, and complementary hand-massages.

The public is invited to come and see the first class salon space, meet with our staff and management, and have all of your questions answered about the newest Landis Lifestyle Salon. Please visit the following link to Landis Lifestyle Salon Facebook to RSVP, become a fan, keep up on all the latest Landis updates, and check out all of the construction photographs of our newest location at:

<http://www.facebook.com/pages/Salt-Lake-City-UT/Landis-Lifestyle-Salon/48757046353?v=wall&ref=ts>.

About Green Endeavors, Inc.

Green Endeavors, Inc. (PINKSHEETS: GRNE), headquartered in Salt Lake City, Utah, is a holding company with operations in health & beauty. GRNE owns a majority interest in Landis

Salons, Inc., <http://www.landissalons.com> hair salons built around the world-class Aveda™ product line. For more information, visit <http://www.green-endeavors.com>.

GRNE strongly encourages the public to read the above information in conjunction with its filings and disclosures filed in 2009 and 2010. GRNE's disclosures can be viewed at www.green-endeavors.com, www.sec.gov and www.pinksheets.com.

This press release contains forward-looking statements. There are no assurances that such assumptions will prove correct with regard to future operations. The actual results that GRNE may achieve could differ materially from any forward-looking statements due to such risks and uncertainties. Investors should not invest more than they can afford to lose in penny stocks.