



For additional information:

Robert L. Brady

Phone: 201 333 7651

Email: rbrady@beautymanagementgroup.com

For Immediate Release

GLOBAL LICENSING LEADER APPOINTS NEW U.S. BASED MARKETING GROUP

June 2007

It was announced today, by Cees Homberg, President, Colorful Licenses BV headquartered in the Netherlands, that Beauty Management Group (BMG) has been appointed to handle the sales and marketing responsibilities for the Colorful Licenses' fragrances in North America. These leading consumer brands include Betsey Johnson, launched fall 2006, the Monique l'Huillier fragrance targeted for introduction September 2007, in addition to several brands slated for 2008 and 2009.

"With the U.S. market holding such critical importance, said Homberg; along with our commitment of financial resources, it was imperative for us to have the benefit of the long-standing expertise and professionalism of both Bob Brady and Alan Greco, principals of BMG. We are confident their vision and understanding of the marketplace will provide us with the most effective means of building and enhancing our brands."

U.S. based Beauty Management Group, provides multi-faceted capabilities to its clients, in addition to serving as sales agent/distributor they also manufacture private label fragrances for the specialty store channel as well as sourcing and developing fragrance licenses.

"We are delighted to work with Colorful Licenses BV," said Bob Brady, Partner, BMG. We look forward to a productive collaboration and the opportunity of driving the long-term growth of our client's brands and business."