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***For Immediate Release***

**Beauty Management Group (BMG) Masterminds Celebrity Fragrance License  
*JESSICA SIMPSON FRAGRANCE LICENSE SHAPES UP FOR DRIVING SALES***

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Robert L. Brady, co-founder Beauty Management Group, a U.S. based boutique marketing group with an expertise in all disciplines of the prestige beauty industry, announced the orchestration of the Jessica Simpson fragrance license between master licensor Camuto Group and Parlux, a publicly held fragrance company.

After several months of extensive negotiation finalized in June, 2007 the Jessica Simpson fragrance launch is anticipated in Fall, 2008. Given the recognition of her name, media impressions and her ever growing fan base, the projected expectation for the Jessica Simpson brand, via a department store distribution channel over a five year period, is \$200 million dollars at retail.

Beauty Management Group's focus is providing innovative marketing and sales management, performance, license sourcing and development, and private label fragrance development to a diverse, global client base. "BMG is delighted to have served as the catalyst and initiator of this licensing opportunity," said Robert Brady, BMG principal. "We share our client's goals of licensing when it produces great consumer products that deliver measurable results."