



PAULA CREAMER HAS A PASSION FOR FASHION

Top Ranked U.S. Golfer to Launch Beauty Line

WEST HARTFORD, Conn., January 28, 2009- Paula Creamer Beauty, LLC announced today that it will launch a new fragrance line under the Paula Creamer Beauty umbrella. The new brand is slated for a launch in key test market doors across the country in late spring 2009, with a full national roll-out planned for early spring 2010.

Paula Creamer, 22, is one of the most exciting golfers to watch. Not only is she an exceptional player, she also possesses incredible charisma and a wonderful fashion flair. In 2008, Paula Creamer became the fastest player in LPGA tour history to reach \$5 million in career earnings and she accomplished this feat in 90 events. She was not only the youngest player to ever win the LPGA qualifying school, but also the first amateur to do it. She is an exemplary competitor and a true champion.

While she is recognized as an outstanding player, Creamer is also well known for her winning fashion sense. Her pretty in pink golf-wear, which matches her signature pink golf ball, has earned her the moniker "The Pink Panther". Her reputation as a fashion authority and her desire to one day pursue a career in clothing design make for a natural transition to embarking on a new beauty line.

The Paula Creamer Beauty team collaborating with Creamer on this venture includes industry experts who have worked on successful worldwide brands for major beauty companies such as Bath & Body Works, Estée Lauder, Donna Karan Cosmetics, Avon, Clairol and Matrix.

"We are very excited to partner with Paula," said Bob Goehrke, Chairman of Paula Creamer Beauty. "She is a role model who epitomizes the fulfillment of dreams and the drive to be number one." Stacy Silk Rome, Chief Executive Officer added, "Paula's natural fashion savvy has established her as a fashion icon. We are looking forward to her involvement and input at every step and to a long and productive partnership together."

"I am truly excited to be collaborating with this great team of beauty veterans, and looking forward to sharing this new fragrance with women across the country," said Creamer.

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The brand will launch with an Eau de Toilette in two sizes, a refreshing Body Lotion and an energizing Body Wash. There will be special promotional items during holiday time periods.

The fragrance is created by perfumers at International Fragrances and Flavors (IFF). IFF is a leading creator of flavors and fragrances used in a wide variety of consumer products. The body lotion and body wash are created by International Products Group, the fastest growing developer and manufacturer of world class personal care and beauty products.

For more information, please visit www.paulacreamerbeauty.com.

ABOUT PAULA CREAMER

Paula Creamer, 22, started playing golf at the age of 10 and turned pro in 2005 at 18 years of age after winning 19 amateur titles. In 2005, one week before her high school graduation, Paula became the youngest player ever to win an LPGA Tour event. In the same year, she became the youngest and fastest golfer in the history of women's golf to earn more than one million dollars. Since then she has become the fastest to earn \$2 million, \$3 million, \$4 million, and \$5 million, as well.

Among female professional golfers, Paula Creamer is ranked among the top players, as well as third on the LPGA Money List for 2008.

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