



PAULA CREAMER HAS A PASSION FOR FASHION

Top Ranked U.S. Golfer to Launch Beauty Line

WHAT IT IS

A new fragrance, bath and body line from renowned golfer, Paula Creamer.

Launch items will include an Eau de Toilette in two sizes (1.7 oz and 3.4 oz), a refreshing Body Lotion and an energizing Body Wash.

There will be special promotional items during holiday time periods and new products/forms added throughout the line's lifecycle to refresh the line.

FEATURES/BENEFITS

Besides being an affordable self-indulgence, the Paula Creamer beauty line will represent a distinctive gift choice for male golfers looking for an exciting gift for special occasion or a token of their appreciation for their time away from home playing golf! The line will also offer ideal tournament prize options.

As Paula Creamer is intimately involved in the development process, the line bears her expert fashion sense and remarkable taste.

The Body Wash has a pearlized formula and exceptional moisturizing ingredients. It has a luxurious, velvety foamy lather. It cleanses and moisturizes, and is a pampering treatment for the body. The Body Wash leaves skin enveloped in a light scent. This cleanser is also made with gentle plant derived surfactants and essential oil extracts for cosmetic benefits. This formula also contains Jojoba Oil to nourish the skin. The pearl formula leaves the skin more supple.

Natural products are the hot trend in the market and the Body Wash contains the following all-natural extracts: Lavandula Angustifolia (Lavender) Flower, Chamomilla Recutita (Matricaria) Flower, Geranium Maculatum (Geranium) Leaf and Echinacea Purpuria (Echinacea) Leaf & Simmondsia Chinensis (Jojoba) Seed Oil.

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The Body Lotion has a luxurious feel and a pampering quality. The Lotion will leave skin enveloped in a light scent and is an ideal layering product when used with the Body Wash or Fragrance.

The product is ultra-moisturizing without being too heavy. Contains all-natural ingredients such as Vitamins A & E, Shea Butter Oil, Jojoba Oil & Safflower Oil, as well as the extracts of Lavender, Chamomile, Echinacea and Geranium. Also contains Bisabolol, known to have anti-irritant, anti-inflammatory and anti-microbial properties.

AVAILABILITY/SUGGESTED RETAIL PRICES

The product line will make its debut in key test market doors across the United States in late spring 2009, with a full national roll-out expected in the beginning of 2010.

The line will first be available in golf outlets (resorts, clubs, green grass) where Paula Creamer is best known and recognized.

Additional channels of distribution will be added in Year 2.

Please visit paulacreamerbeauty.com for a listing of nationwide locations.

Products are available at a suggested retail price ranging from \$12-\$45.

PAULA CREAMER BEAUTY LLC

Paula Creamer Beauty is a collaboration between golfer and fashion maven, Paula Creamer and a team of beauty industry experts. The team has worked on successful worldwide prestige and mass brands for major beauty companies such as Bath & Body Works, Estée Lauder, Donna Karan Cosmetics, La Mer, Avon, Clairol and Matrix.

WHO CREATED IT

In addition to Paula Creamer's expert fashion advice and superior taste input, the following worked with the Paula Creamer Beauty team to develop the products:

The fragrance is created by Loc Dong, a perfumer at International Fragrances and Flavors (IFF). IFF is a leading creator of flavors and fragrances used in a wide variety of consumer products.

Loc finds inspiration for his perfume creations everywhere. His life in Asia, Europe and the US gives him many rich, cultural references from which to draw. He feels his background makes him think differently about the raw materials that comprise a perfumer's palette - he loves certain materials that are not particularly common - and he enjoys the challenge of making others think differently about them too.

His unusual perspective on perfume has served him well. His wins include Euphoria- Calvin Klein, M- Mariah Carey, CKIN2U for Her - Calvin Klein, Versace-Versace, Provocative - Elizabeth Arden and Island - Michael Kors.

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.

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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Positioning Statement

In the game of life, who says you can't have it all?

The best of both worlds.

**Outer beauty and inner strength.
Style and Spirit.**

Living life with a sense of purpose to achieve your personal best.

Because it's never about whether you win or lose.

It's about how you play.

Product Line Attributes:

The very essence of Paula Creamer...

- Beautiful inside and out
- Energetic
- Determined
- Charismatic
- Joyful
- Bright
- Sunny
- Passionate
- Confident
- Pink/Feminine
- Accessible
- Fun