

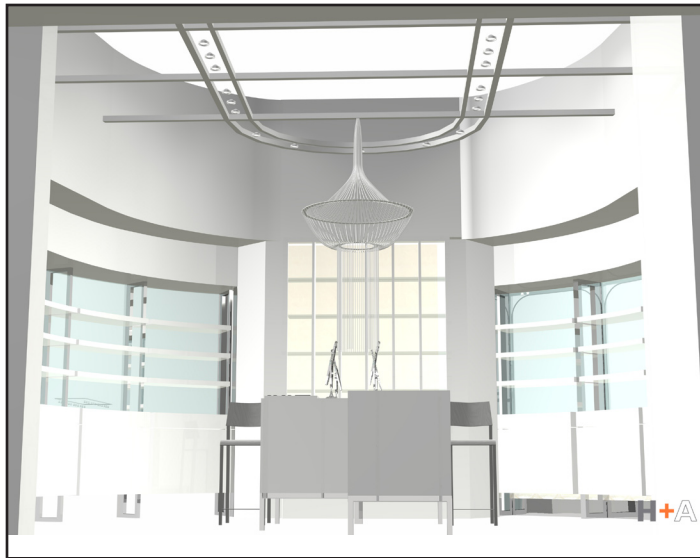
FRESH® EXPANDS ITS PRESENCE ON THE STRIP AT LAS VEGAS'S NEWEST LUXURY HOTEL.

New York, New York- January 17, 2008- Fresh® Inc. proudly announces the grand opening of its second store in the bustling and booming Las Vegas market. Located within the lavish The Shoppes at the Palazzo and just steps away from the casino, this new Fresh® store is a can't-miss destination for beauty-loving shoppers.

Co-founders Lev Glazman and Alina Roytberg created a dramatic circular storefront with only windows as walls. This striking conservatory concept gives the customers 360 degrees of exposure to Fresh®'s full lineup of irresistible products that spans fragrance, skincare, bodycare, hair care, cosmetics, and home. Clients can test and try all products in this inviting design and will be offered complimentary deluxe, multi-sensorial mini skincare treatments and makeover applications.

ABOUT THE PALAZZO

Located between the Venetian and Wynn Hotels, The Palazzo Las Vegas Resort Hotel Casino boasts unparalleled sophistication and opulence. Its 450,000 square foot retail space, The Shoppes at the Palazzo, features over 60 luxury boutiques, including Barneys New York, Chloe, Diane Von Furstenberg, Thomas Pink, and Christian Louboutin, solidifying The Shoppes at Palazzo as the place to shop on the Strip.



ABOUT FRESH®

Fresh® is committed to combining high-quality natural ingredients with cutting-edge technology to create products that are as effective as they are enjoyable. Our impeccable, eye-catching design furthers our mission to turn the functional necessity of personal care into a deluxe sensorial experience. Current best-sellers include Sugar Lip Treatment SPF 15, Soy Face Cleanser, Brown Sugar Body Polish, Supernova Mascara, and High Noon Freshface Glow, along with popular new launches such as Violette Eau de Parfum and Sugar Acai Age-Delay Body Cream. Fresh® currently has 13 stores located in cities around the world, including New York City, Boston, Los Angeles, Costa Mesa, San Francisco, Las Vegas, London, and Seoul, Korea. (www.fresh.com)

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