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**GIFT AND HOME DÉCOR RETAILER WEB SITE DEBUTS
AT ATLANTA TRADE SHOW**

Buyers of Esssential Brands' Claire Burke® Home Fragrance Collection and Vitabath® Bath and Body Products Benefit Via Streamlined Process, Anytime Online Access, One of Industry's First Fully-Enabled Site

Scottsdale, Ariz. (January 12, 2007)– Esssential Brands, a leading national supplier of fragrance-oriented home and bath products in the premium channel of trade, has scheduled the unveiling of its new online retailer-ordering portal at the Atlanta International Gift & Home Furnishings Market in January 2007. Believed to be one of the industry's first fully-enabled Web-based ordering sites, myesssentialbrands.com is expected to expedite and enhance the process for buyers interested in the Claire Burke® home fragrance collection and Vitabath® personal care line.

The Scottsdale, Ariz.-based firm has scheduled tours of the system at its permanent showroom, located in Building 2 #803A, during the January 9th through 17th trade show. Gift and home décor retail buyers will be able to meet with representatives of Esssential Brands' sales team and learn how online ordering can enhance their business and contribute to increased sales.

"We are excited about introducing our new retailer Web site. We are confident it will be a convenient, and value-added sales resource for owners or representatives of any sized gift or home décor store," said Mark Grodsky, president and CEO of Esssential Brands, who noted that the company is celebrating the 50th Anniversary of Claire Burke® this year. "Claire Burke is one of the first names in home fragrance so it is natural that we'd be one of the first to offer online ordering. It supports our goal of continuing to be an innovative partner with gift and home décor retailers."

The Esssential Brands Retailer Web site also offers a number of features beyond placing an order. For example, it will allow users to view product information, access sales materials and review upcoming promotions. The Esssential Brands Retailer Web site features the Claire Burke® home fragrance collection, as well as Vitabath®, the company's sister brand of luxury bath & body products.

Specific features and benefits of myesssentialbrands.com include:

- Access 24 hours-a-day, 365 days-a-year
- Review Order History
- Web Exclusive Promotions
- Free Shipping on Pre-Packs
- Pre-Book Specials
- View Promotion Calendar
- View Product Features and Descriptions
- View Product Specifications
- Notification of Product Availability
- Download Images and Logos

-more-

After the Atlanta tradeshow in order to create an account, owners or retail buying representatives can sign up at myessscentualbrands.com or contact an Essscentual Brands Representative at 1-877-856-1753.

About Essscentual Brands

Scottsdale, Ariz.-based Essscentual Brands' vision is to be the preeminent supplier of fragrance-oriented home and bath products . In 2003, Essscentual Brands, LLC became the consumer product company of Claire Burke®. Essscentual Brands is also the parent company of Vitabath®, another well-established brand for personal care. The company's entire focus is on building long-term brand equities through premium retailers, gift stores and direct sales by providing products of exceptional quality.

Celebrating its 50th Anniversary in 2007, Claire Burke® is recognized internationally for its quality home fragrance products and attractive design elements. Now a leader in the home fragrance industry, the company was an idea that began with a \$200 investment and a passion for botanicals by brand creator and namesake Claire Burke, an interior designer. The brand has grown to become a thriving business that's now recognized worldwide. In 2007, Claire Burke® plans to introduce several new home fragrances including White Lavender, The Sea®, Pomegranate Plum, and The Haunted Home™. For more information, visit: www.myclaireburke.com.

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