



CLAIRE BURKE®

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**CLAIRE BURKE CELEBRATES 50 YEARS OF INNOVATION AND EXCELLENCE
LAUNCHES NEW HOME FRAGRANCE PRODUCTS IN 2007**

Scottsdale, Ariz. (January 24, 2007) – Claire Burke, recognized internationally for its quality home fragrance and décor products, celebrates its 50th anniversary in 2007. The 50th anniversary celebration promises to be an exciting year of nostalgia, innovation and fond memories renewed.

To kick off this commemorative year, the company announces the launch of White Lavender, a relaxing new product formulation of wild lavender and refreshing lemon. In addition to this new White Lavender potpourri product, Claire Burke will offer new twists on customer favorites in 2007 including: a limited edition decorative glass vase filled with Original Potpourri; a new Original Eau de Parfum; and the highly anticipated return of one of the most popular fragrances, The Sea®. A favorite among Claire Burke enthusiasts, The Sea will be available in a variety of product types including potpourri, candles and reed fragrance diffusers.

Additionally, the home fragrance company will implement new initiatives aimed at improving the Claire Burke experience for its growing number of retailers. Some of the new initiatives include: new packaging on many items to highlight the decorative appeal of its products; revamped product pricing to renew customer's confidence in Claire Burke as an affordable luxury; a new fixture program featuring four different options, tailored to maximize the visual appeal of the products; and a new retailer Web site that allows retailers to review and place orders, as well as, access sales materials, promotional calendars and other resources online 24 hours-a-day, 365 days-a-year.

"Claire Burke is looking forward to celebrating this very special milestone and continuing its tradition of introducing the finest new product formulations in home fragrance and décor," said Mark Grodsky, president and chief executive officer, Esscentual Brands.

Fifty years ago, founder Claire Burke, introduced a pioneering line of home fragrance products. An interior designer of the country's most prestigious homes, she knew that even the most extraordinary rooms weren't complete without the right decorative accessories and an exquisite scent to tie it all together. Her own combinations of botanical elements and complex fragrances became her trademark, and her creative vision sparked an industry.

Five decades later, Claire Burke remains beloved for its sophisticated scents, decorative style and unique accessories. The Claire Burke line of products is available at premium retailers, select gift stores nationwide or directly at www.myclaireburke.com.

About Esscentual Brands

In March 2003, Esscentual Brands, LLC became the consumer product company of the Claire Burke and Vitabath brands. Esscentual Brands' is a preeminent supplier of fragrance-oriented home, bath and skin care products. As the owner of the Claire Burke® home fragrance décor brand and Vitabath® personal care brand, Esscentual Brands is focused entirely on building long-term brand equities. Esscentual Brands also has a Canadian subsidiary, located in Concord, Ontario. For more information, visit www.esscentualbrands.com.

NOTE: Images available upon request, please contact Michelle Zimmerman at michellez@offmadisonave.com or by phone at 480-505-4487.

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