



Dear Editor,

Thank you for taking the time to look over our materials. It is our hope that in reading this you come away with a better understanding of what Lady Primrose is all about.

Lady Primrose, a company owned and operated by women, creates fragrant luxury products to enhance everyday lifestyles in homes, hotels and resorts worldwide. Our company mission is to provide an exceptional experience to our loyal customers and in our business partnerships with retailers and hoteliers, by combining the highest quality products with unique packaging.

Integrity, supportive relationships and striving for exceptional performance on a consistent basis provide a firm foundation for the decision-making and product development at Lady Primrose. This type of leadership was evident when Lady Primrose was recognized by Southern Methodist University Cox School of Business as one of the "Top 100 Fastest Growing, Dallas Based Companies", and by Mobile Travel when they named Lady Primrose "What's Hot in Hotel Bath Amenities".

We truly hope that our luxuries enhance your life in some way.

Thank you for your consideration.

Sincerely,

Shanna Beach
Director of Marketing and Public Relations

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FRAGRANT LUXURIES | *for everyday lifestyles*

FAST FACTS

OUR COMPANY: Lady Primrose specializes in 'Fragrant Luxuries for Everyday Lifestyles.' Their high quality bath and skincare products are offered by the finest retailers nationwide. Recognized by Mobil Travel Guide, they are also renowned for their customized bathing amenities in luxury hotels worldwide.

COLLECTIONS: Seven fragrant collections, including:

- Tryst
- Tryst Noir
- Royal Extract
- Celadon
- Ambience
- Necture
- Provencal

PRODUCTS: More than 250 products, including:

- Skin Moisturizer
- Body Crème
- Bathing Gel
- Dusting Silk
- Bath Salts
- Candles
- Soaps

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ORDERS: (888) 382-ROSE

RETAILERS: More than 1,000 retailers around the world including Neiman Marcus, Nordstrom, Bloomingdale's, Fortum & Mason along with hundreds of specialty stores nationwide.



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TOP SELLING CATEGORIES

- DUSTING SILK:** Finely crushed chamomile and marigold flowers, blended with silk and plant extracts, create a naturally absorbent powder that softens, soothes and protects while delicately perfuming the skin. Sprinkle in your sheets for sweet dreams.
- BODY CRÈME:** The ultimate nourishment for your skin with concentrated ingredients & exceptional performance. Intense vitamins, peptides, anti-oxidants and collagen builders erase age spots and wrinkles producing younger, softer and more supple skin.
- BATHING GEL:** Our gentle non-drying bathing gel moisturizes with natural plant extracts while leaving the skin dewy soft.
- SKIN MOISTURIZER:** Our rich anti-oxidant moisturizer, infused with Vitamin C and E, ensures revitalized and softened skin with out leaving a residue.
- BATH SALTS:** Your skin will drink the benefits of our detoxifying and conditioning bath salts, leaving a soft healthy glow. Perfectly safe in jacuzzi tubs.
- SOAPS:** The luscious lather of our soaps contain more than one-third moisturizers and are enriched with cleansers mild enough for the most sensitive skin.
- CANDLES:** Hand poured to perfection, our perfumed candles are versatile for many areas of the home. From mantel to bedside, each one is designed to both accessorize and scent.



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FRAGRANCE COLLECTIONS

- TRYST:** Our signature fragrance, Tryst is opulent, mysterious and elusive. Abounding with intense green florals, jasmine and fleur d'oranger, Tryst offers all the romance and splendor of a secret encounter.
- TRYST NOIR:** Lady Primrose takes Tryst, our signature fragrance, into the night with Tryst Noir. Sultry and captivating, the richness of sandalwood and warm musk are veiled with white flowers. Tryst Noir infuses elegance into the evening.
- ROYAL EXTRACT:** Intoxicating richness is this rare blend of creamy milk, sweet golden honey and apple blossoms resting on a bed of precious woods.
- CELADON:** Relaxed sophistication is embodied with fresh natural notes of lemon, Italian bergamot, crisp greens and black currant.
- AMBIENCE:** A playful and romantic floral scent of peony, rose and lily of the valley releases the sweet aroma of Ambience throughout the day.
- NECTURE:** Delicate and inviting, the allure of Necture is enchanting like a soft spring rain. Sweetly fragranced with apple blossom, a dash of green mint, tender jasmine and precious woods.
- PROVENCAL:** All the charms of lavender are accented with garden rose, geranium, sweet Tonka bean and the warmth of oakmoss creating an exceptional essence of tranquility.

Lady Primrose®

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Retail Press Coverage



"Lady Primrose includes such rare delights as Royal Extract Dusting Silk and Bathing Gel packaged in antique-reproductions."

- European Vogue



"When Angie Harmon unwinds, she sets the scene with the grande dame of candles: Lady Primrose Tryst Pedestal Candle."

- InStyle



"Apart from the heavenly contents, the packaging is exquisite and most of it can be re-used for other purposes."

- Harpers Bazaar



"We hear that Catherine Zeta Jones and Hilary Swank love Lady Primrose elegant bath and skincare line."

- Marie Claire



"Great Gift Idea: Their zippered faux snakeskin Celadon Luxury Bag comes with six body beautiful products."

- For the Bride



"Fab Bridesmaids' Gift: Celadon Body Crème with engraveable lid from Lady Primrose."

- Bride's



"Lady Primrose uses cut crystal to hold its Tryst and Royal Extract Bath Salts and Soaps."

- Southern Accents



"Lady Primrose Body Crème deserves a place of honor on any vanity."

- Platinum

Celebrity Fans Include: Beyonce, Hilary Swank, Catherine Zeta Jones, Queen Elizabeth, Laura Bush, Barbara Streisand, Hillary Clinton, Kirstie Alley, Lisa Kudrow, Elizabeth Hurley and Angie Harmon.

Hotel Press Coverage



"I fell so in love with the floral scented body lotion, bath crystals and soaps stocked in the huge marble bathrooms, my own travel-size favorites never even saw the light of day."

- Elle



"Posh products set a hotel apart. The Lady Primrose line distinguishes itself by elegant packaging... a truly sumptuous product."

- USA Today



"T&L's pick of the best hotel amenities: The Lanesborough in London cleverly stashes Lady Primrose bath gel in a honey pot...and the honey soap is there for the taking"

- Travel & Leisure



"Deluxe Hoteliers know it's the little things that count, right down to the shampoo. At The Mansion on Turtle Creek, guests primp with Lady Primrose."

- InStyle



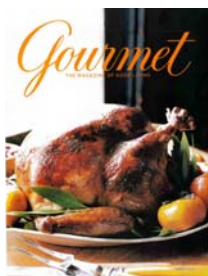
"The amenities in the bathroom were amazing. I used the products the first night and was sold, so I stocked up in the gift shop. It was my best purchase of the trip!"

- Marie Claire



"Every detail of our sumptuous suite was in perfect taste...the spacious bathroom scented with fresh flowers and Lady Primrose soaps."

- Town & Country



"Wait till you get to your room! There are more fancy toiletries than the main floor at Harrods."

- Gourmet



Lady Primrose has been selected by the Mobil Travel Guide for their "What's Hot" in bath amenities list.

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World Class Destinations

This listing illustrates the types of world class properties we partner with through our amenity program.



The Mansion on Turtle Creek, A Rosewood Hotel – Dallas, Texas USA

- Mobil Five-Star Award
- Condé Nast Traveler: Gold List for over 10 years in a row



One&Only Palmilla – Los Cabos, Mexico

- Top 100 Hotels in the World by Travel & Leisure Magazine
- Top 25 Romantic Getaways by Travel & Leisure Magazine
- Top 50 Resorts by Zagat



Little Dix Bay, A Rosewood Resort – BVI

- Harper's Hideaway Report: Special 2005 Awards: Most Unique Hotel Amenity: Little Dix Bay
- Condé Nast Traveler: Gold List



The Lanesborough, A St. Regis Hotel – London, England

- Top 50 Hotels in Europe by Travel & Leisure Magazine
- Best of the Best Resorts Feature by Condé Nast Traveler



The Ritz-Carlton – Cayman Islands

- 15 To Watch in its World's Best Awards by Travel & Leisure
- Hot List Hotels 2006 by Condé Nast Traveler



Las Ventanas, A Rosewood Resort – San Jose Del Cabo, Mexico

- World's Best Service by Travel + Leisure
- AAA Five-Diamond Award



Emirates Palace, A Kempinski Hotel – Abu Dhabi

- The World's Only Seven Star Hotel
- Best New Hotel of the Year by MENA Travel Awards 2006



Grand Hotel Europe, An Orient Express Hotel – St. Petersburg, Russia

- 500 Best Hotels of the World by Travel & Leisure Magazine
- Host to the 2006 G8 Summit