
Marathon Projects Ltd.

Sally Hansen Appoints Marathon Projects To Be Its Licensing Agent

(Midland Park, NJ - August, 2006) Del Laboratories, Inc., the parent company that markets the Sally Hansen brand has appointed Marathon Projects as its licensing agent. Marathon Projects will oversee the program through various licensing opportunities, including Cosmetic Bags, Handbags, Luggage, Eyewear, Footwear (Open Toed Sandals), Gloves, Hair Accessories, Hosiery, Jewelry, Scarves, Sleepwear, Nail Care Appliances, Exfoliation Appliances, Bath Sponges, Bath Brushes, Deodorant, Fragrances, Hair Color Treatment, Combs, Brushes, Moisturizer Gloves & Moisturizer Socks, Razors, Soap, Shampoo, Vitamins, Toys & Nail Salons.

Craig Kalter, president of Marathon Projects said, “Sally Hansen is the #1 brand in nail products. They are the definitive market leader with very strong distribution at retail and this new licensing strategy is a natural fit for the Sally Hansen brand since many of the product categories we intend to pursue for the program are logical extensions of the Sally Hansen brand. We anticipate that the outstanding combination of the Sally Hansen name with these popular female products will produce a very successful licensing program for women of all ages.”

Bill Boraczek, Senior Vice President of the Sally Hansen Group added, “Our Sally Hansen brands are sold in over 20,000 stores in the country including Mass Market Stores, Drug Stores & Supermarkets. Our Sally Hansen brand is the preferred brand by women of all ages for their nails. But beyond nails, Sally Hansen is a leading marketer of cosmetics, exfoliation products, foot care remedies and body care lotions. Sally Hansen personifies beauty with quality product solutions that have penetration in 90% of all female households within the USA. We are very confident that our licensing strategy will build upon Sally Hansen’s strong brand identity and beauty persona that is currently in place.