
Marathon Projects Ltd.

McGee Group Signs License Pact With Sally Hansen

(Midland Park, NJ - March, 2008) The McGee Group, based in Marietta, GA has signed an exclusive five-year license agreement to manufacture and market Sally Hansen Eyewear with Sally Hansen, a division of Del Laboratories, a subsidiary of Coty, Inc. Sally Hansen is a nail color and nail care manufacturer that produces head to toe beauty treatment products.

“Fashion and color are important when it comes to eyewear and cosmetics,” said Wayne McGee, CEO and president of The McGee Group. “We are taking those elements and creating fashionable eyewear in seasonal colors for women like Sally Hansen does through their products. This is how you develop new categories in eyewear and inspire innovation. It is a natural fit to partner with a brand that has such a strong heritage and popularity at the retail level. We couldn’t be more thrilled to be working with such a prestigious company like Del Laboratories and its Sally Hansen division.”

Craig Kalter, President of Marathon Projects, the licensing agency that negotiated the agreement, stated, "Sally Hansen is a preferred cosmetic brand by many women and to have an accessory program that blends in with the cosmetic application is a natural extension to the Sally Hansen imagery and appeal”.

“This is an ideal partnership,” said Bill Boraczek, senior vice president of Sally Hansen marketing. “McGee is a leader in the industry with impeccable quality and design. Combined with Sally Hansen color expertise and brand personality, you get a line of eyewear that is functional and fashionable. Timely and timeless. That is what Sally Hansen is about.”

The new Sally Hansen designs will be fun and feminine and are currently being developed. The collection is scheduled to hit the market in May 2008 along with a national advertising campaign that will reflect the Sally Hansen image which will appear in conjunction with Sally Hansen products in teen, fashion and beauty, and trade publications. The Sally Hansen eyewear collection will feature coordinating cases in their signature color pallet and will target teens and women of all ages who want products they can trust, McGee told Vision Monday.