



## PRESS RELEASE

### Interparfums Holding and PdP Parfums de Paris to regroup their Businesses under Single Entity 'Art & Fragrance'

#### 'Art & Fragrance' Acquires Ultrasun

Effective January 1, 2007, Interparfums Holding and PdP Parfums de Paris have regrouped their business activities within a single entity, Art & Fragrance, which is headquartered near Zurich. The 'Interparfums Holding' and 'PdP Parfums de Paris' company names do no longer appear in the market.

Art & Fragrance specializes in the creation, development, marketing and global distribution of fine fragrances and cosmetics.

The subsidiaries and brands now managed by Art & Fragrance include:

- **Parfums Grès:** *Cabocharde, Cabotine, Caline, Cabaret*
- **Parfums Alain Delon:** *Alain Delon, Samourai*
- **Jaguar Fragrances**
- **Ultrasun**

#### Ultrasun to Benefit from Powerful Marketing Approach

Ultrasun – a Swiss company which develops and distributes skincare products offering UVA/UVB protection – was acquired by Art & Fragrance on January 1, 2007, from its founder Tazio Tettamanti. For more than a decade, Ultrasun has been recognized for its state-of-the-art skincare products that provide outstanding protection against the sun.

Ultrasun will benefit from Art & Fragrance's powerful marketing approach and global distribution network, which will enhance the further development of the brand and will open up new markets for distribution.



Ultrasun's existing team of specialists will remain unchanged, and the sales team will be increased in line with the marketing objectives. Tazio Tettamanti will assume the position of Head of Product Development to ensure consistency and quality and to oversee the creation of new innovative product lines.

### **Launch of *Face 30* in spring**

New Ultrasun products that will shortly be unveiled include *Face 30*, a special liposome formula with Ectoin and SOD to protect against UV-induced ageing of the skin. *Face 30* will be available in specialized retail stores from March/April 2007.

### **Art & Fragrance to Accelerate Business Growth and Continue Expansion**

The acquisition of Ultrasun marks Art & Fragrance's entry into the cosmetics industry. This strategic step will have a significant impact on the growth of the company and will enable it to move into new areas of the market and to leverage both existing and new client contacts. Art & Fragrance will continue to actively expand its franchise through organic growth, as well as targeted acquisitions and new licensing contracts.

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#### **About Art & Fragrance**

Art & Fragrance is a Swiss company specializing in the creation, development, marketing and global distribution of fine fragrances and cosmetics. Its portfolio of subsidiaries and brands includes Parfums Grès (*Cabocharde, Cabotine, Caline, Cabaret*), Parfums Alain Delon (*Alain Delon, Samouraï*), Jaguar Fragrances and Ultrasun, which is recognized for its state-of-the-art skincare products offering protection against the sun. Art & Fragrance is based near Zurich. Its Chief Executive Officer is Roger von der Weid.