

FOR IMMEDIATE RELEASE

PR Contact: Patrick Hillman
Ketchum
(312) 228-6920
Patrick.Hillmann@Ketchum.com

Annette Dallavalle
5W Public Relations
(212) 584-4299
ADallavalle@5wpr.com

Uni-World Capital, L.P. Invests in Preferred Fragrance

Private Equity Firm Recapitalizes Leading Fragrance Manufacturer

NEW YORK, NY (November 3, 2011) - Uni-World Capital, L.P. (UWC), a private equity firm, has recapitalized Preferred Fragrance, a leading developer and marketer of designer-inspired, proprietary, private label and licensed celebrity fragrances. UWC's investment in Preferred Fragrance will facilitate improvement in operational efficiencies, customer service and expand product offerings within the growing value priced channels. The recapitalization of Preferred Fragrance adds a third portfolio company to UWC's debut fund, which is focused on identifying strong, privately held niche companies that have significant growth potential.

UWC has brought in industry veteran, Glenn Palmer, as CEO. Palmer has over 30 years of experience, having held senior management positions at multiple companies including CEO of Blue Holdings Inc., Amerex and Best Manufacturing, as well as President of Liz Claiborne. Preferred Fragrance Founder, Ezriel Polatsek, will maintain a significant ownership stake and continue to drive sales and new product initiatives for the company. William Susman Advisory was the financial advisor to Uni-World Capital, and The Astor Group served as financial advisor to Preferred Fragrance. Fifth Third Bank provided debt financing as part of the transaction.

"Uni-World is very excited about working with Ezriel and the management team in supporting Preferred Fragrance's many growth opportunities," said Christopher P. Fuller, Managing Partner at Uni-World Capital. "We partnered with Glenn Palmer over a year ago to find a well-positioned consumer products company with strong growth prospects, and Preferred was the perfect opportunity. As with all of our portfolio companies, Preferred is at an inflection point in its growth trajectory where we believe with the proper capitalization and additions to the management team, we can help take the business to the next level of success."

"Preferred Fragrance is a leader in the value priced fragrance industry, and I look forward to collaborating with Ezriel as we continue to pursue new opportunities and grow the core business," says Glenn Palmer, CEO of Preferred Fragrance.

"We look forward to our new relationship with Uni-World Capital, L.P.," says Ezriel Polatsek, Founder and President of Preferred Fragrance. "We believe UWC shares our vision of creating affordable yet fun, high-

quality fragrances that appeal to all ages. Their support will help the business accelerate to new heights, while continuing to provide our loyal customers with trusted and reliable products.”

About Uni-World Capital, L.P.

Uni-World Capital, L.P. is a private equity firm focused on making leveraged buyout and growth equity investments in lower-middle market companies. We seek to partner with management teams where we can leverage our team's collective business experience, corporate relationships and strategic and financial expertise in order to help enhance a company's strategic positioning and drive profitable growth. More information can be found at <http://www.uniworldcapital.com>

About Preferred Fragrance

Preferred Fragrance is a leading developer and marketer of designer-inspired, proprietary, private label and licensed celebrity fragrances. Apra International LLC, an affiliate of Preferred Fragrance, creates high-quality, affordably priced celebrity/designer fragrances. By introducing up and coming celebrity fragrances at affordable prices, they have carved out a piece of mass market fragrance sales by giving its consumer base something that the other leading market fragrance companies cannot offer due to their competitor's inefficient cost structure. In 2010 Apra created the first fragrance by Platinum Recording Artist Jordin Sparks, “Jordin Sparks Because of You”, which was presented with the 2010 WWD Beauty Biz Award for “Best Executed Launch Strategy” in the Mass Fragrance category.

###