

BEING A MOM...PRICELESS
RECEIVING A DISTINCTIVE ASSETS GIFT BAG IN CELEBRATION OF MOTHER'S DAY...CLOSE TO IT!

MEDIA FACT SHEET

Who: **Celebrity moms** such as Amy Poehler, Elisabeth Röhm, Ashlee Simpson, Tori Spelling, Angelina Jolie, Gwen Stefani, Michelle Monaghan, Alyson Hannigan, Jessica Alba, Minnie Driver, Jamie-Lynn Spears, Rebecca Romijn, Alison Sweeney, Julie Bowen, Kelly Rutherford, Angie Harmon, Elisabeth Hasselbeck, Elin Woods, Jennifer Garner, Nicole Richie, Nicole Sullivan, Constance Marie, Lisa Marie Presley, Tisha Campbell-Martin and Camila Alves

What: Will receive a fabulous Mother's Day Gift Basket from Distinctive Assets

When: May 4-8, 2009 (the week before Mother's Day)

Description: From the playground and play dates to the red carpet and studio, many of our favorite female celebrities say that their greatest role in life is motherhood. Again this year, lauded celebrity gifting firm Distinctive Assets celebrates our favorite moms by showering them with a bevy of gifts in honor of Mother's Day. We've searched for new, unusual and useful items that will hopefully make their special day even more special.

The Gifts: Every basket contains a diverse assortment of items from companies such as Accent Designs, AFRIN® Pure Sea™, Amanzi Tea, Anne Geddes, April Rain Skin Science®, AuraBath®, Awaken Savor®, Bio-Oil®, Boatman Geller, Boku International, Booties in a Box, Bryton Pick, Cinch™ by Anew, Cetaphil, Corky Kouture, Coucoon, Count Me Healthy Jewelry, CYBEX, Davanee, Diane Snyder At Home, DoshCare, Dr. Scholl's® For Her, DuMi, EPIC Hotel, ERGObaby, Eric the Trainer, Foodie Doodles, Green Elly Skincare, Green SUV, Heelarious, Hippie Rehab, Huntley Drive Fitness, Janet Harris' Skin Rejuvenation Center, Jennie & Vera's Cookies, Jimmyland, Johnny Rockets, Katherine Morris Designs, Katie Kalsi, Kidworks, Kids Konserve, Kimochis™, La Costa Resort and Spa, Le Pilates Loft, lief! babywear & lifestyle, MBeze, Method, Mustela, myEARTH360, Nature Babycare, NuFace, Organic Divas, Pavina Handbag Holders, Pevonia Botanica Skincare, Plushy Feely Corp, Potty Tots, Precious Earth Jewelry, Premchit, Pureology, Revelation by M.E., Rock Candy Couture, San Diego Zoo, Shaklee, Simple Wishes, SkinIT!, Slimware, Sol Vitality, SpySchool, Tickle Monster & Tickle Monster Mitts, Ultra 90, Utta Body Sculpture, Weil Baby, Wishwrap.com, Wow Green International and Zobha.

Complete gift listing and product descriptions are attached.

About Us: Credited for launching the craze of over-the-top celebrity swag at major award shows such as the GRAMMY®s, American Music Awards, Kids' Choice Awards, MTV Movie Awards, Latin GRAMMY®s, Academy of Country Music Awards, HBO Comedy Festival and other high profile events, Distinctive Assets is thrilled to help celebrate the proudest achievement of some of our favorite stars!

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For more information or product samples

contact Lindsay Lefler, Vice President - Corporate Communications:
323.549.0444 x 106 or Lindsay@distinctiveassets.com

GIFT LISTING

COMPANY NAME	PRODUCT	DESCRIPTION	WEB SITE
Accent Designs	Marie Bag	Handbag consisting of calf leather structure and inner pocket (made of textile or lamb leather)	www.accentdesigns.ch
AFRIN®	AFRIN® PureSea™ Nasal Rinse	AFRIN® PureSea™ Hydrating Nasal Rinse uses 100% purified seawater to cleanse nasal and sinus passages of mucus, pollutants and irritants.	www.afrinpuresea.com
Amanzi Tea	Amanzi Tea "I REALLY Love You, Mom" Gift Set	Includes a selection of Gourmet Loose Leaf Tea (5), a Smart Tea Maker, Tea spoon, Tea timer and cup	www.amanzitea.com
Anne Geddes Baby ---	Anne Geddes <i>pure</i> Singlet ---	The best-kept baby secret from Down Under, the Anne Geddes <i>pure</i> Singlet is a luxuriously soft 100% organic cotton must-have undergarment that provides a comforting gentle layer beneath baby's outer clothing.	www.annegeddes.com
Anne Geddes	<i>Be Gentle with the Young</i>	---	
		A new volume of captivating images from Anne Geddes, celebrating the beauty and innocence of two of nature's miracles...newborn babies and flowers.	

April Rain Skin Science®	Night Rainew® Day Rainew®	Shield your skin throughout the day and repair cellular damage at night with April Rain Skin Science's Rainew® Duo featuring HydroPeptide®. Refreshing Day Rainew® provides your skin with a Recommended Daily Quota (RDQ) of antioxidant and nutrients to spring dull skin back to life while age-defying Night Rainew® works overtime to boost cell renewal, lift fine lines and wrinkles, and positively drench skin with perfect hydration!	http://aprilrainskincare.com/
SoulSpa®	AuraBath® Chakra Set	Soaking in the healing waters of a jewel-toned AuraBath® awakens your chakra centers. Soothing, playful and sensual, each color enhances your energy differently!	www.aurabath.com
Awaken Savor®.	Gourmet Seasonings	Awaken Savor®, Inc., Gourmet Seasonings Company, presents phenomenal flavors with Salt-free, MSG-free, Gluten-free, Preservative-Free international spice blends, seasonings, and salad dressing mixes. The Awaken Savor®, Inc. product line consists of 57 spice blends grouped in 5 categories: Awaken Savor® Signature Blends; American Melting Pot Blends; Five-Spice Blends; World Blends; and Salad Dressing Blends	http://www.awakensavor.com
Pacific World Corporation	Bio-Oil®	Bio-Oil® is a specialist skincare product that helps improve the appearance of scars, and uneven skin tone. Its advanced formulation, which contains the breakthrough ingredient PurCellin Oil™, also makes it highly effective for numerous other skin concerns, including aging skin and dehydrated skin.	www.bio-oil.com
Boatman Geller	Carrie and Tuck	Notetote	www.carrieandtuck.com

Boku International	BōKU Super Food	BōKU is a proprietary blend of the most powerful super foods on earth, all derived from natural plants with no chemical fertilizers or pesticides. The concentrated powder is doctor formulated and certified organic, kosher, and vegan.	www.bokusuperfood.com
Booties In A Box	Booties In A Box	Tailor made shoes for little feet. Designer Baby and Toddler shoes made from the finest leather.	www.bootiesinabox.com
Cinch™ by Anew	Cinch	Post-maternity wrap	www.by anew.com
Cetaphil	Cetaphil Gentle Skin Cleanser	Cetaphil®, the number one dermatologist-recommended brand of moisturizers and facial cleansers, offers the highly effective yet soothing Cetaphil® Gentle Skin Cleanser. This non-soap gentle lotion cleanser will soothe and cleanse without the irritating residue that can clog pores.	www.cetaphil.com
Count Me Healthy	Count Me Healthy	The first precious metal health jewelry designed to help women stylishly manage their health goals.	www.countmehealthyjewelry.com
Corky Kouture	REUSAC	Reusable fabric shopping totes	www.corkykouture.com
Coucoon	Chrysalis I Shampoo Chrysalis I Conditioner Chrysalis II Shampoo Chrysalis II Conditioner Chrysalis Treatment	With your first shampoo using one of our Chrysalis breakthrough formulas you will feel how your hair has absorbed all of the vitamins, minerals and nutrients for your hair to grow long, strong and healthy. The Coucoon technology behind the Chrysalis conditioning formulas will infuse and wrap the outer layer of every strand with the most exotic blend of oils to preserve and protect your hair from environmental, chemical or thermal heat damage. Before ending your transformation out of your Coucoon emulsify together the conditioning formula I or II with the Chrysalis Treatment. Then saturate through your hair to seal in a luminous 24 hour satin shine!	www.coucoon.com

CYBEX	Callisto City Pram	The CYBEX Callisto is an agile, ultra-light city pram. Its luxury functions include simple operation with one hand and an extremely soft comfort suspension.	www.cybex-online.com
Dr. Scholl's® For Her	<ul style="list-style-type: none"> • Dr. Scholl's® For Her 	Dr. Scholl's® For Her is the first and only full line of products designed specifically for women to address a wide range of unique footcare needs. Products include Smooth My Sole™ micro file, High Heel Insoles, Intensive Heel Repair Cream, Rub Relief™ Stick and Rub Relief™ Strips.	www.drscholls.com
Dr. Weil Baby	<ul style="list-style-type: none"> • 4 oz glass single bottle • Sippy cup • 8 oz glass twin pack bottles 	Dr. Weil Baby products are free of toxic chemicals, designed to reduce colic, burping, gas and spit-up and are 100% recyclable. Made exclusively in the United States	www.drweilbaby.com
Davanee	Limited Edition Bootsie and Bink baby blankets	Super cute circle baby blankets. They come in a traditional pattern and fun hippy/ rocker prints for the less conservative.	www.davanee.com
Diane Snyder At Home	Orange Patent Tote	Orange Patent Tote	www.dianesnyderathome.com

DuMi	<ul style="list-style-type: none"> • Butt Lifting Cheeky Boy Brief • Tummy Control Thong 	<p>The DuMi Shapewear Collection proves that shapewear can look great, feel fabulous and work. DuMi's fashionable, yet functional pieces incorporate pretty elements and eco-friendly fabrics, and are specifically engineered to enhance and sculpt problem areas.</p> <p>The Butt-Lifting Cheeky Boy Brief is a butt-lifting panty with a hidden two-ply tummy panel for unexpected control and body sculpting.</p> <p>The Tummy Control Thong is specifically designed with mothers in mind. Its two-ply tummy panel sculpts the tummy area and its wide side panels to smooth out the dreaded 'muffin top'.</p>	www.du-mi.com
EPIC Hotel	EPIC Hotel	<p>An EPIC Mother's Day Gift – to be shared with those mom loves most</p> <ul style="list-style-type: none"> ➤ Kids pool party for up to 10 children inclusive of: <ul style="list-style-type: none"> ➤ all the water toys and floats ➤ Lunch, & beverages ➤ Custom made birthday cake ➤ Pool side Cabana for 2 days ➤ EPIC birthday gift ➤ Guestroom for three days / 2 nights ➤ 90 Minute massage for MOM in the EXHALE spa 	www.epichotel.com
Eric the Trainer	Eric the Trainer's women's multi vitamins, Private Sleeping Beauty Workouts with Eric the Trainer, and 3 months access to the Fitcall workout online.	The ultimate fitness solution. The right supplements, the right workout, and a workout you can do anywhere!	www.ericthetrainer.com
Foodie Doodles	Toddler –T-shirts	Eco-friendly, certified organic bamboo and cotton blend toddler –shirts with whimsical embroidery endearments	www.foodiedoodles.com

Green Elly Corporation	Twinkle Twinkle Baby Star Skincare Gift Set	Custom organic bag containing Green Elly's natural, paraben free skincare products for baby.	www.greenelly.com
GREEN SUV	GreenSUV ECO-FRIENDLY CHAUFFEURED LUXURY	Only Luxury SUV/car service exclusively providing eco-friendly vehicles	www.greensuv.com
HEELARIOUS	HEELARIOUS - her first high heels	Completely soft crib shoes for babies 0-6 months designed to look like high heels.	www.heelarious.com
Hippie Rehab	Lypo-Palooza	Cellulite Treatment Kit Featuring Opening Act Cellulite Fighting Capsules and Headliner Cellulite Fighting Cream	www.Hippierehab.com
Huntley Drive Fitness	10 Personal Training Sessions	Huntley Drive Fitness caters to those who take their workout goals seriously. With a diverse clientele and multiple services ranging from nutrition counseling to physical therapy, your physical fitness regimen will reflect both quality and discretion. As an exclusively private training facility, Huntley Drive Fitness offers celebrities a premium training experience.	www.huntleydrivefitness.com
Skin Rejuvenation Center	\$2,000.00 Certificate to be used for VelaShape, Refirme or eMatrix, body product line and Hydro Tea Facial - antioxidant amplifier for radiant skin.	Spa treatments, body product line and antioxidant amplifier for radiant skin.	www.janet.us
Jennie and Vera's Cookies, Inc.	SweetHeart Cookies	Jennie and Vera's Cookies, exclusive cookie company for the 2009 GRAMMYs and 2009 Academy Awards, are delighted to have packaged their delectable SweetHeart Cookies for Mother's Day in Hollywood! Six hand-crafted scratch-based butter cookies filled with fresh strawberry jam makes for this terrific treat the celebrity moms will Simply Enjoy. Every bite you can taste the satisfaction of all natural ingredients and freshness. Fabulous Chic Cookies + Couture + Comfort = Happy Mom!	www.jennieandverascookies.com

Johnny Rockets	Platinum VIP Card Voucher	Voucher to receive a personalized VIP card that allows bearer and 3 accompanying guests complimentary food and drinks in Johnny Rockets restaurants throughout 2009.	www.johnnyrockets.com
Katherine Morris Designs	"Wired"	Handwrought gemstone ring	Facebook : Katherine Morris Designs
Katie Kalsi, Inc.	Diaper Clutch	Designer and artist Katie Kalsi knows the importance of having things within reach when you're a busy working mom. With two small children and a thriving handbag business, Katie designed her Diaper Clutch bags for those quick errands with her kids when only a couple of diapers and small box of wipes is needed. Made of beautiful suede with hip designs, Katie's Diaper Clutch's are perfect accessory for the busy mom on the go.	www.katiekalsi.com
Kids Konserve	Kids Konserve Lunch Sack Name Tag Squiggle Bottle Food Kozy	Lunch Sack : 100% recycled cotton canvas sack Name Tag: Recycled Aluminum Name Tag Squiggle Bottle: 304 food-grade stainless steel beverage bottle Food Kozy: Reusable alternative to plastic baggies, plastic wrap and foil. Recycled, FDA approved, non-toxic, non-leaching, recyclable PE plastic. This product does not contain Bisphenol-A (BPA) and is Phthalate free. 13" round.	www.kidskonserve.com
Kidworks	Kid Grip Spill Proof Cup	Children's Spill Proof Drinking Cup	under construction
La Costa Resort and Spa	Two Night Resort Stay	A two night stay in a Resort Room with daily breakfast for two.	www.lacosta.com
Le Pilates Loft	Gift Certificate for a Private Pilates Session + Le Pilates Loft Signature stainless steel water bottle	A gift certificate for a Private Pilates session + Le Pilates Loft Signature stainless steel water bottle	www.lepilatesloft.com
lief! babywear & lifestyle	lief! babywear	lief! gift set with clothes, cuddle, quilt and wooden shoes.	www.lieflifestyle.com

<p>MBeze</p>	<p>Deodorette Dabber Dust Body Oil Body Mist Roll on Perfume Perfume Samplers</p>	<p>At MBeze, we create effective, natural skin care products, but we like them with a lot of style and personality! As well as promoting better physical health, we encourage you to express yourself, be aware of your consuming habits and just be you.</p>	<p>www.mbeze.com</p>
<p>Mustela®</p>	<p>Stretch Marks Double Action</p>	<p>Part of Mustela® 9 Months, the first line of skin care products specifically developed to meet women's needs during and post-pregnancy, Stretch Marks Double Action helps minimize new and recent stretch marks while preventing the appearance of new ones.</p>	<p>www.mustelausa.com</p>
<p>myEARTH360.com</p>	<p>Gift Bag</p>	<p>Handwoven, Fair Trade, from the fibers extracted from the Abaca plant's leaf sheath. The Abaca plant is a member of the banana plant family and is sustainably grown.</p>	<p>www.myEARTH360.com</p>
<p>Naty</p>	<p>Nature Babycare:</p> <ul style="list-style-type: none"> • Diapers – Size 4 • Diapers – Size 5 • ECO Lightly Scented Wipes • ECO Sensitive Fragrance Free Wipes • ECO Sensitive Fragrance Free Wipes – Travel Pack • ECO Toilet Wipes • ECO Disposal Bags 	<p>At Nature Babycare we use natural materials whenever, and wherever, possible as we strive to perfect our ecological disposable diaper based on natural materials. We want to change the world, and we want you to help.</p>	<p>www.NatureBabycare.com</p>
<p>NuFace</p>	<p>NuFace Device</p>	<p>an at home FDA cleared device that safely and effectively improves the appearance of the face through the use of microcurrent technology</p>	<p>www.mynuface.com</p>

Marlo Brands	Pavina Handbag Holders	Pavina Handbag Holders are high quality handbag accessories designed to keep your purse clean and close by. The classic Pavina designs are striking pieces of lead-free jewelry, handset with genuine Swarovski crystals and semi precious stones.	www.marlobrands.com
Organic Diva, LLC	Various organic products	Various organic products sold at Organicdivas.com	www.organicdivas.com
Pevonia Botanica Skincare	Timeless Caviar Collection	Enriched with caviar and pearl extracts, this anti-aging skincare regimen repairs and rejuvenates skin for a youthfully radiant complexion.	www.pevonia.com
Plushy Feely Corp.	Kimochis™...Toys with Feelings Inside	Kimochis™...Toys with Feelings Inside are adorable plush characters that come with a set of three feelings and a How-To Kimochis™ Feel Guide. Using the characters and their Kimochis™, kids can get in touch with their emotions through puppetry and play.	www.kimochis.com
Potty Tots	Potty Tots Potty Training Program for Boys and Girls.	The Potty Tots teach your child the six steps to potty training in a fun and exciting new way! Kits include: A story book, animated DVD with music videos, illustrated potty chart and "Toilet Bowl" football reward game with clings.	www.pottytots.com
Precious Earth Jewelry	Baobab Pendant	Made from 100% recycled sterling silver. The Baobab collection symbolizes the importance of living in harmony with nature as well living in peace with one another.	www.preciouearthjewelry.com
Pureology	RootLift InChargePlus TextureTwist InCharge PowerDressing ThickeningMist	Pureology's styling products offer complete colour protection start to finish guaranteeing maximum colour retention. All our stylers have no added alcohol, are humidity-resistant, protect against the sun and thermal damage, and help extend the life and vibrancy of hair colour.	www.Pureology.com

Premchit Prateap Na Thalang Limited	PREMCHIT Artisanal Natural Aromatics	Gift Certificate for Bespoke Natural Perfumes, Scents, Skin Care, Body Care, Therapeutic Care	www.Premchit.com
Random House	<i>THE UNHEALTHY TRUTH: How Our Food Is Making Us Sick and What We Can Do About It</i>	Blockbuster New Book reveals a shocking relationship between the toxic manipulation of our food and the increase in chronic conditions and diseases, particularly among children, and offers inspiring steps we can take to protect our health	www.robynobrien.com
Revelation by M.E.	The Abbey Dress The Christine Dress	Each dress is constructed from eco- conscious yet very touchable modal fabric and is produced in San Francisco. Whether you are busy traveling or have a packed schedule of day to evening commitments, Revelation by M.E. will ensure you are dressed for the occasion as each silhouette can be worn up to five unique ways.	www.revelationbyme.com
Rock Candy Couture	See description	Handcrafted and customized baby, kids and adult clothes with Swarovski crystals and other gorgeous embellishments	www.rockcandycouturestore.com
SAN DIEGO ZOO	Elephant Odyssey gift package	Children's zookeeper outfit, plush elephant, elephant ears and tail, invitation to VIP event for opening of Elephant Odyssey, Botswana elephant sponsored in the name of the family, 4 admission passes to the San Diego Zoo, San Diego Zoo reusable shopping bag	www.sandiegozoo.org
Shaklee Corporation	Vita-Lea [®] with Iron	Ideal for Women High potency formula that provides 23 essential vitamins and minerals at clinically proven levels. No more, no less, for optimal health. Plus, the patented Bioactivated Absorption System™ exclusive to Shaklee ensures enhanced absorption of folic acid, a critical component of complete nutrition.	www.shaklee.com
Slimware	Slimware	Portion consciousness . . . disguised in the design.	www.slimware.com

Sol Vitality	<ul style="list-style-type: none"> Pumpkin Crunch Cookies Raw Chocolate Truffles 	Pumpkin Brittle Pumpkin Carob Chip Oatmeal Carob Chip Chocolate-Coconut Chocolate Chip Chocolate-Goji Chocolate Chip Chic = Classic Wicked = Spicy Kool = Minty Erotic = with Maca	www.SolVitality.com
SpySchool	SpySchool	Intro to SpySchool	www.spyschoolla.com
<i>Tickle Monster</i> by Josie Bissett	<i>Tickle Monster</i> Book and Mitts	Tickle Monster, written by Josie Bissett, is about a lovable monster whose mission is to tickle! Our mitts allow parents to transform into the tickle monster and tickle their child as they read along.	www.live-inspired.com
Toothguard Dental Instruments	BrytonPick	Discreet, Reusable and Portable interdental cleaner for people who are unable to floss regularly and for people on-the-go. Credit card carry-pouch makes BP convenient to be used after even the smallest snack.	www.brytonpick.com
Healthy Incentives, Inc.	Ultra 90	Dietary Supplements and Facial Creams	www.ultra90.com
Utta Body Sculpture	1 hour body reshaping massage	Utta's hands will reshape your body, diminish fat and cellulite. After a couple of treatments you will lose a couple of sizes!	www.uttabodysculpture.com
Wowgreen International	Wowgreen Trial Pack	5 safe green cleaning products	www.wowgreen.net
Zobha	Two-piece yoga/fitness outfit	Zobha is a Sanskrit word meaning "grace, beauty and brilliance." With just the right combination of performance, fit and style, Zobha apparel promotes easy, elegant movement in the studio or on the street.	www.zobha.com