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PRESS RELEASE

PLACEMENT OF ADDITIONAL ORDER OF THE MUSTANG FRAGRANCE BY ESTEE LAUDER DELIVERED TO THE US

Following the Group's successful launch of the men's fragrance Mustang in the US, the Management announces that Estee Lauder has placed an additional order of 1m units in January 2008.

It is reminded that Mustang was first launched on a pilot basis in July 2007 with 1m units distributed ,amongst others, through the chain stores Sears, JCPenney, Kohl's, Wal-Mart, CVS and Target, as well as in the wider retail market and pharmacy chains, while an additional order of 400,000 units followed in the fourth quarter of 2007.

It is worth to note that the advertising campaign carried out during July-October 2007 by Estee Lauder was particularly successful as Mustang ranked first in the category of male fragrances after only four months of sales. At the same time, it is reminded that Mustang was granted the Award for the "Breakthrough Product of the Year", by the fifth Annual WWDBeauty Biz Awards issue, a fact that underlines the Group's expertise in design, manufacture and production.