

COCOACHiC

Cosmetics • Comment • Community

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FOR IMMEDIATE RELEASE

COCOACHiC TO SUPPORT **DRESS FOR SUCCESS®** THROUGH “Support in Style” CAMPAIGN

(Brooklyn, NY) July 15, 2005. COCOACHiC, the online beauty source for black women proudly aligns with the international, non-profit organization, Dress for Success®, by launching its “Support in Style” campaign. COCOACHiC believes in the mission of Dress for Success, to advance low-income women’s economic and social development and to encourage self-sufficiency through career development and employment retention. COCOACHiC has committed to donating \$4 of each sale of the “CHiC CLASSIQUE” signature pink and brown silk scarf available online within its CHiC Boutique to Dress for Success.

COCOACHiC is proud to partner with Dress for Success in its new online beauty community and exists to inform, inspire and influence beauty perceptions with integrity. Through this fundraising initiative, COCOACHiC aims to enhance the multifaceted look and feel of success by supporting an organization that prides itself on providing the steps to self-sufficiency.

“We are thrilled to design and contribute sales proceeds from the scarf to Dress for Success as this is truly befitting of today’s black woman who is confident and conscious – she is career-driven, yet committed to her community and improving her environment in general,” says T. Bernie, founder and president of COCOACHiC. She confirms, “When we wear the best, we can be our best, dressed for success!”

The voice of COCOACHiC.com celebrates the identity and expression of black beauty. From the pouts of the African-American beauty consumers, industry professionals and cosmetic brands, COCOACHiC is a mirror reflection of sophisticated, urban and real women. It features products and advice with specific benefits to brown skin shades, ranging from light to medium and dark tones. In promoting products, professionals, companies and services that cater to black skin tones, COCOACHiC has successfully bottled the concerns of women of color, creating the first-ever online beauty information source relevant to their skin type needs.

COCOACHiC is an ideal palette for major brands and emerging businesses alike to connect with black women in a forum designed around their style sensibilities. They benefit from an expansive database, customized advertising and marketing opportunities (including brand surveys, product testing and special promotions), and real-time responses from the CHiC Clique community.

About COCOACHiC

COCOACHiC is a collective online exchange of resources that personify the legacy and future of black beauty. Cosmetics. Comment. Community. COCOACHiC blends comprehensive and relevant cosmetics, beauty and wellness information, with strokes of confidence and encouragement, to enhance radiant chocolate faces for the world to admire.

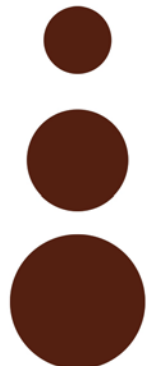
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The online beauty source for black women



About Dress for Success

The mission of Dress for Success is to advance low-income women's economic and social development and to encourage self-sufficiency through career development and employment retention. Dress for Success responds to the needs of our communities by providing programs that help economically disadvantaged women acquire jobs, retain their new positions and succeed in the mainstream workplace.

Founded in 1996, the organization has expanded to 77 cities in the U.S., Canada, New Zealand and the UK. Dress for Success has helped more than 200,000 women make positive transitions into the workforce.

www.dressforsuccess.org

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