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FOR IMMEDIATE RELEASE

DANIELLE AND COMPANY® WINS “BEST IN SHOW” FOR THE “ALL-IN-ONE ORGANIC SOAP GARDEN” AT THE NEW YORK INTERNATIONAL GIFT SHOW, EX•TRACTS® DIVISION

CLARKS SUMMIT, PA., February 5, 2008 — Danielle and Company has been awarded “Best in Show” for their “All-in-One Organic Soap Garden” at the New York International Gift Fair, Extracts Division. Taking place at the Jacob Javits Center in New York City, New York, Danielle and Company is becoming an annual winner with three Best New Product awards in the past six months. The award-winning product is a completely sustainable gift with zero harm to the earth and zero harm to your body. All you need is water to lather up with their organic body care products and watch your gift grow!

The All-in-One Organic Soap Garden is a masterful blend of reusability and sustainability. Their award-winning organic shea butter bar soaps and award-winning organic shea body washes are housed in a planter pot that is biodegradable and made from rice and grain by-products. It comes completely with a matching biodegradable saucer which is uniquely used for a cap to the gift and a bag of organic soil sits at the bottom of the gift. To make this gift all-in-one, the soaps are wrapped in handmade acid free lotka paper, a paper made from the daphne bush in Nepal which regenerates itself like bamboo, making it a renewable resource. The paper is embedded with wildflower seeds so it can be planted. The concept is to unwrap your soap and instead of throwing the wrapper in the garbage, throw it into your planter with the soil provided and grow yourself a garden! The ribbon and hang tag on the outside of the pot is also made from the lotka paper with the embedded seeds giving you plenty of seeds for your garden. All components are recyclable, reusable, and sustainable.

Founder and CEO, Danielle Kelli Fleming, is a Certified Behavioral Therapist who specializes in the human psychological response to scent. She creates her scents to evoke the senses and to provide “a little bit of daily therapy in the shower.” The scents are classified into 5 categories: Focus, Elevate, Relax, Balance and Sensual and are available in natural shea bar soaps and organic shea body washes in 21 scents in both full and travel sizes. Danielle’s scents are for the enjoyment of men, women, and most scents are to be enjoyed by all.

Danielle organic bath products are made with pure organic shea butter and essential oils, known for its superb moisturizing benefits. All of Danielle’s eco-friendly bath products are completely naked of fillers, preservatives, sulfates, petrochemicals, GMOs and parabens. They are 100% vegan and cruelty-free.

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Editors: Danielle K. Fleming is available for interviews and photo opportunities and high and low res images are available upon request. To make an appointment, please call 570-585-0136.