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**FOR IMMEDIATE RELEASE**

**DANIELLE AND COMPANY ANNOUNCES DEBUT OF  
NATIONAL CAMPAIGN IN EX•TRACTS® SHOW**

**CLARKS SUMMIT, PA., August 8, 2007** — Danielle and Company® announces its participation in EX•TRACTS® and the New York International Gift Fair, Sunday, August 12, through Wednesday, August 15, 2007, at the Metropolitan Pavilion in New York City, NY. Danielle and Company will showcase their new organic line of luxury shea butter soaps and certified organic body washes.

Danielle's sleek campaign features bath products developed with the knowledge of a researcher and the passion of a woman, creating a bathing experience like no other. Danielle Kelli Fleming is a Certified Behavioral Therapist who specializes in the human psychological response to scent.

The scents of Danielle products evoke responses that are classified into 5 categories: Focus, Elevate, Relax, Balance and Sensual. These soaps and body washes deliver a journey of bathing experiences in over 25 mood-stimulating aromas. Men love the aphrodisiac mood enhancement of *Manly Man*, while women love the relaxing effect of *Pure Lavender*. *Ivy and Aloe* is designed to be restorative and peaceful for both. All scents create extraordinary experiences of the mind and body.

Danielle bath products are made with pure, natural and organic ingredients, many with essential oils, which are highly beneficial to the skin. Each Danielle product is made with a botanical oil base and enhanced with rich shea butter, known for its superb moisturizing benefits. All of Danielle's bath products are completely naked of fillers, preservatives, sulfates, petrochemicals, GMOs and parabens. They are 100% vegan and cruelty-free.

Danielle recognize the importance of environmentally and socially responsible products. They are committed to supporting 'green' issues and the EX•TRACTS focus on eco-friendly personal care. Danielle's soaps and body washes are fully biodegradable, and packaged in eco-friendly materials that are recyclable. Now, in addition to experiencing mood enhancement and smoother, healthier skin, those who use her products can rest assured that they are using products as good for our environment as they are for their bodies.

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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.*