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DANIELLE AND COMPANY® MAKES AN ECO-FRIENDLY RELOCATION TO SCRANTON

FOR IMMEDIATE RELEASE

Scranton, PA August 26, 2008 - After 4 years of calling Clarks Summit its home, Danielle and Company has relocated into a beautiful old brick and mosaic tile building on Adams Ave. in Scranton. The new space has 12 foot high ceilings, wooden post beams and the original hardwood floors. The building, located across from the old Adams Manor, is celebrating its 100 year anniversary. Bringing this building back to life and restoring it brings great pride to founder and CEO, Danielle K. Fleming. "From an environmental standpoint, it is much more eco-friendly to restore and reuse than to build new. 90% of our appliances and machinery are Energy Star rated for efficiency, we use compact fluorescent bulbs, non-toxic VOC-free paint and chose to hang rice paper and bamboo panels from the ceiling instead of putting up walls in the facility. It makes it an open atmosphere where customers can watch us make the product and catch a glimpse of the behind the scenes action. We are in production (making product) everyday except Saturday and Sunday." Although rumor has it, Danielle has been known to make her scent-filled concoctions on Saturdays and invites customers to wear a hairnet and participate in a hands on demonstration or experiment. Their environmental commitment is clear, from composting and recycling bins throughout the facility and the use of compostable paper products, chemical free cleaning products and eco-friendly packaging machines, called Geami, for their orders.

For Danielle and Company, a manufacturer of natural and organic bath and body care products, the new space means improved client service, faster production times and room for growth. "We were fortunate to find such a nice space and are excited to be part of the revitalization of Scranton. Our new location and enhanced operational efficiencies will help us continue to grow and evolve to keep pace with our client's needs, allowing us to provide exceptional value and superior service along the way," said Ms. Fleming. "It is amazing to me to look back at our growth. We started in my kitchen at home and then went to a 400 square foot retail store and moved our way up to a 6,500 square foot facility with more space to expand to 30,000 square feet." This space does have a showroom for wholesale buyers and individual customers, but Ms. Fleming is quick to say that she encourages her customers to visit the fine gift boutiques and spas locally that sell her line of products. Locally she can be found at Hallmark stores in Clarks Summit, Carbondale, Tunkhannock, Honesdale and the Viewmont Mall as well as The Crazy Pineapple downtown, Everything Natural in Clarks Summit and RejuvenEssence Spa in Scranton and Plains.

Their location on Adams Ave will soon be opening an Essence Bar™ where Danielle and Company will make custom scented products made especially for you and is opening a Tea House to where you can sip on some natural and organic teas while you linger in this Manhattan industrial loft inspired showroom. They are now open from 10-6pm Monday –Friday and 10-4pm on Saturdays and will host a grand opening celebration in the coming months.

Danielle and Company's new address is:

831 Adams Ave.
Scranton, PA 18510

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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 570-207-1777.

About Danielle

Founder and CEO, Danielle Kelli Fleming, is a Certified Behavioral Therapist who specializes in the human psychological response to scent. She has taken her knowledge and put it into a line of natural and organic body care products. The scents in her products are enhancing to the mind, the ingredients are nourishing to the body and the packaging is eco-friendly. Ms. Fleming and her company have won several local and national awards, she has been chosen as one of the top 20 experts in the beauty industry and has had her products featured on QVC for Earth Day. Her products are sold through the US, Canada and Japan and are showcased on the shelves of Marriott Resort and Spa, the Ritz Carlton and Hallmark stores across the country.

The Products

Danielle and Company's natural and organic bath products are 100% vegetable oil based and are enhanced with pure organic shea butter, known for its superb moisturizing benefits. All of Danielle's eco-friendly bath products are completely naked of fillers, preservatives, sulfates, petrochemicals, GMOs mineral oil and parabens. They are 100% vegan and cruelty-free.

Read more at www.DanielleandCompany.com