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Contact Person: Kim Lord Curtis, Kimmie Kreative Inc.

Company Name: a|MEN|ity, LLC

Telephone Number: (978) 459-4399

Fax Number: (978) 455-1015

Email Address: kimmiekreativeinc@comcast.net

Web site address: www.getamenity.com

Amenity Clinical Grooming Products Will Launch at New Nordstrom in Natick, MA.

Natick, MA, August 29th, 2007 – When men come to shop for Amenity products at metro Boston's first Nordstrom, they'll be spared having to wander through endless rows of cosmetic counters to find shaving cream. That's because the 144,000 sq. ft. store which opens in the Natick Collection mall on September 7th, dedicates an estimated 25 to 30 percent of its first-floor space to a men's shopping destination.

In this first of its kind space will be a men's grooming department carrying skincare and fragrance, amidst men's casual clothing, men's denim, and men's shoes. Among other first's in Nordstrom's effort to better cater to men is a men's spa treatment room that will be offering facials and other pampering services.

"We held back opening in US department stores until we were able to find the right one. With the new Nordstrom Natick store, we are able to launch in a meaningful way because Nordstrom is following through on their unique focus on men. The Natick men's space will be decorated in a uniquely masculine fashion: espresso-colored fixtures, café-au-lait carpet, and charcoal-gray accents which combine to make men feel at home. This store will raise the bar on what it means to cater to the male shopper" says Amenity's President and men's grooming innovator Kimberly Pecoraro.

The Natick store is Nordstrom's first in Boston, where the Company has indicated they plan to open four additional stores by 2010. "When men walk into the Nordstrom men's space in Natick, they will be assisted by a highly trained staff that is not only passionate about products but who also love working with men," adds Amenity Vice President Lisa Lehan. "Many stores can offer great products, but few recommended the right products for the right reasons. What Nordstrom is offering is completely innovative in respect to making the shopping experience easier for men."

When it comes to discovering the next big thing, Amenity has a track record for creating innovative and original products and partnering with top retailers around the world. The Company has pledged that their products will only be launched at stores where men themselves will feel comfortable shopping. Dwight Schultheis, one of the Company's Founders, explains that "the average guy has been repeatedly 'duped' into buying products that he will either never use or that are not appropriate for his skin type. At the Natick store, men will be given honest information without any pressure. That's what men want."

Amenity Clinical Grooming products were introduced nationwide in October 2006. In nine months, the line has earned several industry awards. The line includes traditional skincare products in handy on-the-go airless containers, unique multi-use products like an anti-acne pen and a knuckle and elbow balm, and a hand-made fine leather travel bag modeled after a 1920's doctors bag. Amenity products are available worldwide at more than 100 retail locations. The brand originally launched in dermatologists offices.

For more information on Amenity or to request products samples, photography or an interview with an a|MEN|ity grooming, ingredient or industry expert please contact Kim Lord Curtis at Kimmie Kreative Inc.: (978) 459-4399. Product images are available for download at www.getamenity.com/extranet.php