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FOR IMMEDIATE RELEASE...

MRS. AMERICA Global Lifestyle Brand Launches Targeting America's Most Powerful Consumer Demographic

The **MRS. AMERICA** global lifestyle brand launches concurrent with the announcement of their new weekly reality television series— **RunnerUP**

BEVERLY HILLS, California | May 18, 2009— **MRS. AMERICA**, Inc. (www.mrsamerica.com) has officially launched the **MRS. AMERICA** global lifestyle brand under the creative and strategic direction of Johnathan Michel, President & CEO, Privilege Media Group International, Inc. | PMG, agency-of-record for the **MRS. AMERICA** organization. "We are very excited to be part to this exceptional brand whose thirty-three year history has proven a commitment to excellence, and dedicated to the empowerment of married women throughout the United States and around-the-world," says Mr. Michel.

The **MRS. AMERICA** *global lifestyle brand* will include products ranging from women's apparel, jewelry, perfume, and cosmetics to food products, home furnishings, appliances, electronics, and other relevant and inspired products and services. "We will be begin working closely with leading licensors and licensees, nationally and globally, including strategic retail partners, over the next several months and through 2010, as we deploy a successful team of key players who will help us build and grow the **MRS. AMERICA** *global lifestyle brand*," adds Mr. Michel. The **MRS. AMERICA** *global lifestyle brand* is represented by Rod S. Berman, Chairperson—Intellectual Property Group, JMBM | Jeffer Mangels Butler & Marmaro LLP, one of the world's foremost licensing and intellectual property law firms based in Los Angeles, California.

"My wife and I have worked long-and-hard over these last many years, enjoying the pack-filled journey every day, for better or worse as the adage goes, in establishing **MRS. AMERICA**. First, as the **MRS. AMERICA Pageant**, a competition for married women throughout the United States, and highlighting their personal accomplishments ranging from marriage, family, career, and community to talent, beauty, fashion, health, and self-improvement; and, now, as the **MRS. AMERICA** *global lifestyle brand*. Our excitement is infused by the professional expertise and insight realized through our exclusive relationship with our agency-of-record, Privilege Media Group International, Inc. | PMG, and our representation by JMBM | Jeffer Mangels Butler & Marmaro LLP, as we work together in taking **MRS. AMERICA** to her next level of success," says David Marmel, Co-Founder and President, **MRS. AMERICA**, Inc.

"It has proven a most rewarding life-experience over the last thirty-three years in working to establish the **MRS. AMERICA** organization as a leading competition for married women throughout the United States. These women represent an important role shared by tens of millions of married women who act as primary consumers at home, at work, and at play. They *are* the **MRS. AMERICA** *global lifestyle brand*. The critical impact their decision making and personal purchasing power, coupled by their direct influence on their family's decision making and purchasing power, has on the United States economy, and to an even greater extent, the global economy, identifies them as the most powerful consumer demographic— worldwide," adds Elaine Marmel, Co-Founder and Senior Vice President, **MRS. AMERICA**, Inc.

The **MRS. AMERICA** *global lifestyle brand* launches concurrent with the introduction of the new reality-television series, **RunnerUP**, which is based on the proprietary concepts and winning formulas of the **MRS. AMERICA Pageant** now in its 33rd year of television production. Details regarding production and distribution/syndication of **RunnerUP** are currently being packaged as part of the **2009 MRS. AMERICA Pageant** and will be released early next month.

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