

Press Release from the U.S. Commerce Department
May, 2003

Athens, Greece:

USCS Greece is pleased to report the success of ExCel Cosmeceuticals in Greece. In part as a result of USCS Greece assistance, the U.S. firm has experienced a significant increase in the sales of its products in Greece.

On November 7, 2001 FSN Debbie Priamou invited Dr. & Mrs. Ioannidis of the Greek firm, Morphe Beauty Center to a Single Company Promotion (SCP) for the U.S. corporate strategy and sales enhancement firm, Sandler Sales Institute. Following the SCP presentation, Dr. and Mrs. Ioannidis, expressed to USCS Greece their interest in representing U.S. manufacturers of skin care products. In particular, the Greek firm was interested in products from ExCel Cosmeceuticals Inc.

As part of USCS Greece's efforts to assist the Greek firm in this endeavor, FSN Debbie Priamou and SCO Walter Hage participated in a cosmetic seminar hosted by the Greek firm which showcased products from ExCel Cosmeceuticals Inc. in the fall of 2002. During the event, USCS Greece met at length with Mr. Marty Davidson, the Marketing Manager of Excel and Dr. Marvin Klein the Managing Director, and counseled the U.S. representatives at length on the Greek market and ways in which USCS Greece could support the cooperation between Excel and the Morphe Beauty Center in Greece.

Both Dr. Klein and Mr. Davidson expressed appreciation to SCO Walter Hage and FSN Debbie Priamou for attending the seminar and for the extensive counseling they provided to their company on the Greek market. Following the seminar, USCS Greece continued to assist the U.S. firm by providing additional market research information on the Greek Cosmetics Industry and on Greek laws with respect to Greek Importer responsibilities. In part as a result of the assistance provided to ExCel and their Greek Importer by USCS Greece, Mr. Davidson reported that the company has experienced an increase in sales of at least 25%.

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