

**Dashing Diva Announces New Executive Appointment
to Drive Expansion of US Distribution**
Nancy Waspi Appointed Vice President of US Sales

PORT WASHINGTON, NY (December 14, 2010) – Dashing Diva, an innovations leader in professional nail salon products and services, recently named Nancy Waspi as Vice President of U.S. Sales. In this executive role, Ms. Waspi oversees all U.S. distributor accounts for Dashing Diva professional products, collaborating closely with Jay Halaby and Associates, the company's sales representative group since July of this year.

Ms. Waspi brings over 35 years of industry experience in sales, marketing and consultancy to her newly created role. Prior to her most recent position as Vice President of Sales at Entity Beauty, Ms. Waspi has held various executive and managerial roles at Imaginail, Prima Technologies, Pro Finish, Aerial Co., and Creative Nail Design. Ms. Waspi has also served as a chair on numerous committees, an Officer for the Nail Manufacturers Council, a delegate for the National Nail Technicians America and a guest speaker at industry events. Additionally, she is a published contributor to Nails, Nailpro and Modern Salon Magazines.

"I'm looking forward to the challenges and rewards in helping develop this exciting brand," said Ms. Waspi. "The expansive portfolio of products and services that Dashing Diva offers is still an untapped resource for most in the beauty business. I am eager to begin work with the talented team here to bring their products to the forefront of the nail industry."

"We feel very fortunate to have someone of Nancy's extensive expertise and sales background join Dashing Diva," said CEO, John Chang. "Her remarkable history of building sales and distribution is a tremendous asset as we enter our next stage of business growth. We look forward to her contributions in accelerating our current sales momentum as we introduce new innovations aimed to re-define how the industry thinks about nail products."

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About Dashing Diva

In 2003, Dashing Diva launched the world's first branded chain of nail spas, integrating uniquely branded in-store environments, unprecedented levels of sterilization, with an inventive menu of products and services. In 2009, Dashing Diva Professional formed, bringing its ground-breaking line of nail care products to professionals throughout the US. Its quest is to revolutionize nail salon services with true innovation, offering unrivaled quality and unmatched value with a distinct Diva flair. To experience the Dashing Diva difference, please visit www.dashingdivapro.com.

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