

## FOR IMMEDIATE RELEASE

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**One of the fastest growing companies in the ethnic health and beauty products segment selects a partner to exclusively market and distribute its products online.**

**Farmington Hills, MI - August 10, 2004** - Currently available in 20 countries and with demand for its product line continuing to grow at a fast pace, **Ilora Products** announces the selection of **Uyai.com, LLC** as the sole approved online outlet for its line of hair and skin care products targeted at people of color.

Through this collaboration with Uyai.com LLC, Ilora Products adds another convenience factor to its customers' shopping experience—online purchase of the entire range of products.

Asked why the company is growing so rapidly, the President and CEO, Mr. Jimmy G. Delano an industry veteran who has worked for Gillette, Polaroid and prior to launching Ilora Products, as a Vice President for Soft Sheen/L'Oreal, states that it is attributed to a combination of three important elements: First, the carefully selected active and natural ingredients used in the products. Second, the value for money equation clearly evident to the customers, and finally, the attractive packaging employed. He added, "It is simply a first class product range". The rapid growth is a testimony to the customers' acceptance of Mr. Delano's conviction in his products.

On the selection of Uyai.com LLC, Mr. Delano stated: "We had been approached by many companies but none seemed to have a clear understanding of the marketplace and how best to leverage the Internet for this product category". He continued; "Uyai.com. LLC presented a proposal which was very much aligned with our thinking. They also demonstrated an understanding of the need for tight integration of both our online and offline efforts. This is critical to ensure a consistent brand experience for our customers. We are very pleased with the work done so far"

The online store is currently in final testing and is expected to open for business by the end of August. It will offer the entire product range: a complete selection of premium quality and competitively priced hair and skin care products in special formulations for women, men, kids and teens.

In addition to the core hair and skin care products, Uyai.com aims to enhance its customer's shopping experience by featuring new music from select complementary artists. On a planned schedule, customers will be able to preview new artists many of which will be available exclusively at Uyai.com. Uyai.com believes this will help encourage repeat visits and translate into repeat customer purchases. Further, it sets Uyai.com apart from other efforts.

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### **About Ilora Products: (pronounced - e-lor-rah)**

Founded in 2001, Ilora Products, a line of hair and skin care products targeted at people of color, has its headquarters in South Holland, Illinois. It has branches in London, England and Lagos, Nigeria with associated offices in numerous countries including South Africa, Kenya and Jamaica. <http://www.iloraproducts.com>

### **About Uyai.com, LLC: (pronounced - ooh-yah-e)**

Uyai.com LLC is a division of TOMA Group, LLC. The latter specializes in providing Internet driven solutions to business needs. Uyai.com LLC was created specifically to market premium quality beauty products targeted at people of color. Uyai is a word from the Efik language spoken in parts of South Eastern Nigeria and personifies the convergence of "beauty, elegance and an inner glow". <http://www.uyai.com>

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