



## **FOR IMMEDIATE RELEASE**

### **INNOVATIVE BRANDS ACQUIRES SURE® FROM THE PROCTER & GAMBLE COMPANY**

**Phoenix, Arizona** (September 26, 2006) – Innovative Brands, LLC announced today that it has completed the acquisition of Sure®, a leading antiperspirant and deodorant brand from The Procter & Gamble Company (NYSE:PG).

The Sure® acquisition follows Innovative Brands' purchase of Pert Plus® from The Procter & Gamble Company in July.

Innovative Brands, a company created by Phoenix-based private equity firm Najafi Companies, continues with its plans to acquire, reposition and grow solid consumer brands that no longer fit the strategic direction of larger corporations into long-term sustainable assets.

"Sure® is the #1 unscented brand in the category, has a significant amount of brand equity and is a well recognized consumer brand," says Joe Jacober, the chief executive officer of Innovative Brands. "Sure® has a loyal following and has tested for higher awareness levels than several other leading brands in the category. Sure® is a brand that can appeal to both the male and female segments of the market because of its quality performance attributes and simple fragrances. We will focus investments to increase awareness, create excitement, and build successful marketing relationships for this brand."

"Sure® is an exciting addition to Innovative Brands," says Jerry Pence, Partner of Najafi Companies. "We are enthusiastic about the potential of the brand and believe this acquisition represents an important milestone in the short-history of the company. Our vision is to create a portfolio of brands that contain the same attributes: strong brand equities, broad distribution, and positive cash-flow."

At an estimated \$2.4 billion, the US is the world's single largest market for antiperspirant and deodorant. The US market has also grown at a rate of 5% annually over the past three years.



Sure® was introduced to the US market in 1973 and is sold in food, drug, mass merchandiser and club sales channels. In the 1980s, the brand ran one of the most memorable advertising campaigns with the slogan, “Raise your hand! Raise your hand if you’re Sure.” The brand still provides the same level of confidence to users that it did when the campaign was first introduced.

### **About Innovative Brands**

Innovative Brands is a consumer products company focused on acquiring, repositioning, and growing consumer product brands with solid brand equity, positive cash flow and strong distribution. The Company enhances brands within its portfolio through an “entrepreneurial branding” approach which combines the discipline and strategy commonly employed by large companies with the spirit and tactics of an entrepreneur. Innovative Brands currently manages and markets the Sure® antiperspirant and deodorant and Pert Plus® hair care brands in North America, Puerto Rico and the Caribbean. Additional information about Innovative Brands is available at [www.innovativebrands.net](http://www.innovativebrands.net).

### **About the Najafi Companies**

Najafi Companies is a private investment firm based in Phoenix, Arizona. The firm makes highly-selective investments up to \$2 billion in size in companies with strong management teams across a variety of industries, and often in industries out of popular favor. The firm takes a long-term view on its investments and focuses its efforts to create value through growth and superior performance. Najafi Companies funds investments with its principals’ capital, not through a fund. Free from the restrictions of a fund, the firm is able to move quickly and decisively when investing, and with no requirements to return capital to outside partners, Najafi Companies is able to make investments that create maximum value for the long term. For more information about Najafi Companies, visit [www.najafi.com](http://www.najafi.com).

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