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FOR IMMEDIATE RELEASE

Caribbean Gold gets a new attitude

ETS revamps lotion line to appeal to teen tanners

Indianapolis, Ind.—Oct. 31, 2002—For 2003, Caribbean Gold® has created a brand new product line designed with the young tanner in mind. The Caribbean Gold® *It's all about attitude*™ line features seven unique, value-priced lotions in a rainbow of vibrant colors.

What sets the new CG line apart from its sister lines, Australian Gold and Swedish Beauty, is that it targets a completely separate segment of consumers, yet it does not repeat or overlap existing products from Australian Gold or Swedish Beauty.

“Each product is an original reflection of youthful flair at an affordable price,” says Susan Phemster, product brand manager for Caribbean Gold.

Whether you refer to them as Generation Y or Generation Next, the 70-million strong population has tremendous spending power—dropping more than \$91 billion in 1997 alone. Born between 1977 and 1995, these youngsters now make up more than a fifth of the U.S. population.

Caribbean Gold recognizes the needs of these technology-savvy sons and daughters of the Baby Boom and responds with the fresh and vivid *It's all about attitude* line. Featuring some of the same ingredients used in high-end cosmetics and spa formulas, the line offers a diverse, complementary product line to its sibling brands, Australian Gold and Swedish Beauty.

Ranging from \$10-27, extensive research was conducted even when naming the individual products:

- Wild Thing*™—Hottie with no tan lines
- Sex Pot*™—Majors in co-ed dorms at Spring Break U.
- You Wish!*™—Frontin', Wanna-Be, Diva-in-Training
- Cold Hearted*™—Wakes up sandy, loses phone numbers, forgets names
- Slammin'*™—Totally unplugged player, known to say, “I love you, man.”
- Smokin'*™—Tan like a phreak, but don't get burned.
- Smooth Softie*™—Hardcore romantic, often found buff-n-bare.

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Like Australian Gold and Swedish Beauty, the Caribbean Gold *It's all about attitude* product line also offers variety.

Product	Lotion type	Signature features	Benefits
<i>Wild Thing</i> TM	Tingle with Bronzer	Honey, Birch Bark Extract, Pumpkin Seed Extract	Comes with a FREE 8.5 oz bottle of <i>Smooth Softie</i> TM
<i>Sex Pot</i> TM	Intensifier with Bronzing Hemp	Hemp Seed Extract, Pumpkin Seed Extract, Apricot Kernel	Comes with a FREE hemp bracelet
<i>You Wish!</i> TM	Intensifier with Bronzer	Pumpkin Seed Extract, Honey Extract, Red Algae	Immediate and delayed bronzers provide instant results and delayed results that last for days
<i>Cold Hearted</i> TM	Intensifier with Coolant	Coolant Blend, Red Algae	Coolant refreshes skin and helps calm the heat that may result from tanning, while red algae protects against free radicals
<i>Slammin'</i> TM	Super Intensifier	Shimmer, Red Algae, Alfalfa Herb Extract	Red algae protects against free radicals while alfalfa helps moisturize and firm skin
<i>Smokin'</i> TM	Tingle with Hemp	Hemp Seed Extract, Honey Extract, Tomato	Hemp seed extract helps hydrate skin, while tomato soothes skin after experiencing tingle
<i>Smooth Softie</i> TM	Moisturizer with Hemp	Hemp Seed Extract, Evian Water, Red Algae, Blue Algae, Coneflower Extract	Multiple moisturizers to prevent your tan from fading

To learn more about Caribbean Gold *It's all about attitude* products, contact Susan Phemster, product brand manager via phone, (317) 290-8982, ext. 4752; or e-mail, sphemster@etstan.com. For more information about ETS, visit www.etstan.com.

Headquartered in Indianapolis, Ind., ETS, Inc. is the world's largest supplier of Wolff® system tanning equipment, products and accessories for the indoor tanning industry. ETS provides value-added salon services and incentive programs, as well as superior products with the latest innovations and the most advanced ingredients. ETS and its affiliates create, distribute and market tanning lotions, skincare products and lamps under the Australian Gold, Caribbean Gold *It's all about attitude* and Swedish Beauty labels in more than 56 countries.

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