



FOR IMMEDIATE RELEASE:

Botanicus Fragrance Co., LLC, Mr. Patrick Wilson, President, is pleased and excited to announce the acquisition of Botanicus, Inc.

Mr. Wilson believes that with its trend-setting products in the ultra-luxury home fragrance industry, Botanicus' high quality and distinctive packaging has created extraordinary brand recognition and consumer loyalty that, with the addition of new distribution channels and nationwide marketing, can be used to leverage the company from a strong niche player into an industry force.

Botanicus is a manufacturer and distributor of fine fragrance products for the home. Botanicus is an exciting company on the verge of a major sales breakout, with impending introductions of new products and line extensions. The company's clean packaging and innovative, signature fragrances makes Botanicus' product line attractive to its exclusive clientele, which includes hi-end retailers such as Bloomingdales and exclusive hotel and resort shops such as Marriott Hotels. Botanicus' major products are candle jars, fragrance puffs® (scented plastic beads) and fragrance diffusers (porous bamboo reeds in open perfume bottles that absorb fragrance and diffuse the aroma into the air).



Prime Investments Business Brokers and M&A Advisors acted as intermediary in the transaction. Prime's "no up-front fee" business model, unusual in the M&A industry, has proved attractive to business owners throughout its market area. Prime represents business owners in Maryland, Virginia, Pennsylvania and Washington, DC., and attracts buyers from the US and from around the world.