



2010 FIFI® AWARDS:
FRAGRANCE HALL OF FAME

The FRAGRANCE HALL OF FAME award will be presented to ONE fragrance (Men's or Women's), which is 15 or more years old and has successfully established a program in 2009 that resulted in a heightened awareness of the fragrance.

You are invited to enter your classic fragrance as a nominee for the Fragrance Hall of Fame FiFi® Award to be awarded this year at the 2010 FiFi® Awards. However, if your classic fragrance has already been elected into the Fragrance Hall of Fame, it is not eligible to be re-entered.

Eligibility for nomination is based on the following criteria:

- New Form of Product (if any)
- New Packaging (primary or secondary)
- New Media (print, TV, internet and/or other)
- Uniqueness of Collateral Support (in-store promotion, sampling, display, etc.)

The final nominees for this category will appear on the 2nd FiFi® ballot.

For your fragrance to qualify as a nominee for induction into the Fragrance Hall of Fame, please fill out the attached form and return it to The Fragrance Foundation by **Friday, February 19, 2010** along with your support material *and* actual product. All entries will become the property of The Fragrance Foundation.

FRAGRANCE HALL OF FAME
NOMINATING FORM

We would like to nominate _____, which achieved heightened awareness in 2009 through the following marketing programs:

Product Form: _____

Packaging (primary or secondary): _____

New Media (print, TV, Internet and/or other): _____

Uniqueness of collateral support (in-store promotion, sampling, display, etc.):

Year of Launch _____

List Names of:

Fragrance Supplier _____ **Perfumer** _____

Bottle Designer _____

Name: _____

Title: _____

Company: _____

Telephone: _____ **Fax:** _____

Email: _____

Please send any appropriate backup materials plus product to support your nomination.

This form, along with materials and product, must be returned no later than

Friday, FEBRUARY 19, 2010 to:

The Fragrance Foundation

2009 FiFi Awards Fragrance Hall of Fame

545 Fifth Avenue, Suite 900, New York, NY 10017

Attention: Mary Ellen Lapsansky

If you have any questions, please contact Mary Ellen Lapsansky at 212-725-2755 extension 106 or
mlapsansky@fragrance.org.