



Dear Fragrance Foundation Member,

The Fragrance Foundation will be breaking its new ad campaign in late January in an effort to help reverse the category decline over the past few years.

A major element of the communication is a micro site currently being developed solely to educate and stimulate the consumer in hopes they will reengage with the category.

This project has happily been funded so far by The Fragrance Foundation.

At a recent board meeting it was decided to use the first year of the campaign/micro site to regain consumer interest and not to commercialize it in any way. The key is to get the message out often and aggressively.

Therefore it was agreed by the board that a 10% assessment would be added to all dues for 2010 only to support this industry effort at a time when it is most needed. This additional money will be used solely toward the media campaign.

The Fragrance Foundation will continue to fund as much of this campaign as possible and this additional support will give us the depth and reach necessary to meet our objectives.

Thank you for your support,

Rochelle Bloom and the Board of Directors