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FOR IMMEDIATE RELEASE

RETAIL INDUSTRY VETERAN JOHN TATE JOINS GLORY FOR GIRLS ADVISORY BOARD

DEL MAR, Calif. (April 1, 2009) – Glory for All, Inc., the creator of Glory for Girls®, an exclusive natural skincare line for girls, announced today that retail veteran John Tate will be joining the company in an advisory role. Tate was selected by Glory for All founder and CEO Brittany Clotfelter for the post.

By discovering products on the shelves of various types of retailers and on the internet, Tate specializes in identifying opportunities with substantial untapped potential that are in the early stage of their growth. His expertise with developing products was instrumental in cementing his relationship with Glory for Girls.

John Tate is currently the CEO and founder of Human Strategy Partners, a source of capital for early stage high potential brands. During his tenure, Tate has operated in a number of the world's best brands and retailers. Beginning with PepsiCo and Ford Motor, Tate built a career in finance, operations and general management, both in the U.S. and overseas. He ultimately served as Chief Financial Officer of Dole Food Company, Chief Financial Officer for Williams-Sonoma Inc., Chief Operating Officer for Krispy Kreme and Chief Operating Officer of Restoration Hardware.

Commenting on the appointment Tate said, "From my first exposure to Glory for Girls, it was crystal clear to me that Brittany has created an inspired and unique positioning to reach an unserved market – young

– more –

girls who embrace fashion, glamour and style, also require a product specifically designed for their unique personal needs. I believe Glory for Girls is positioned to define a currently nonexistent category...natural beauty for young women which is "good for you" and uber cool. It was impossible to resist the temptation to affiliate with this potentially iconic brand."

"Launching a new brand at times like these takes some foresight and tenacity," said Clotfelter. "Having Tate on board gives us a shot of both with his proven success in developing recognizable brands. We couldn't be happier to add his experience to our pool of resources and enlist his retail prowess."

About Glory for All, Inc.

Glory for All, Inc. is the creator of Glory for Girls®, an exclusive skincare line that is made with natural and organic ingredients and has the same iconic appeal as the top beauty brands. Scientifically formulated and allergy tested, Glory for Girls features ingredients rich in antioxidants such as chamomile, açai fruit extract, green tea and pomegranate. The line includes face and body washes, lotions, sunscreens, lip balms, deodorant, clarifying products, and party kits. The packaging is recyclable, the formulas are biodegradable, and all are made in the USA. The line was inspired by the founder's search for a healthy alternative for her daughter to the majority of products for girls that contained parabens, artificial colors, fragrances, and even known toxins.

Glory has generated major interest since its debut and has recently been featured by Brandweek, Daily Candy, I Heart Daily and J-14. The line has become an instant favorite and was gifted to celebrity attendees at this year's GRAMMY Awards.

Visit Glory for Girls at the NYIGF in EX·TRACTS, Javits Convention Center, August 15 - 20, 2009.

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