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ANOTHER MULTI-UNIT BUSINESS WIN AT DUKE MARKETING WITH SKINOVATIVE LASER CENTERS

San Rafael, Calif. – July 1, 2005– Duke Marketing®, an Integrated Marketing Communications firm, announced today it has won new business from Skinovative Laser Centers, a chain of cosmetic laser treatment centers based in Boise, Idaho, that offer a variety of treatment options, ranging from wrinkle reduction to Botox-all in a professional, convenient location. Skinovative has retained Duke Marketing to provide public and media relations along with promotions and local store marketing consulting.

"We hired Duke Marketing to work with us on a new center opening and we couldn't believe the immediate results," said Vin Wells, chief executive, Skinovative Inc. "They landed us on two TV stations, the front cover of the newspaper and had over 100 people at the VIP reception. Linda truly knows how to make an impact!"

Skinovative is planning on opening several new franchised and company locations in Arizona and throughout the U.S. over the next several years. The centers, which are located in upscale shopping malls, offer "results-oriented" and "client-centered" care through a full time Medical Director. Treatments range from botox and collagen replacement to chemical peels and laser hair removal.

"More and more people are beginning to realize that cosmetic skin care is not superfluous; it should be part of everyone's general health-care regimen," stated Linda Duke, CEO and Principal of Duke Marketing. "Instead of spending hundreds of dollars at the department store beauty counter, Skinovative clients receive safe, discrete and effective skin care through both cutting-edge treatments and clinical skin-care products. It's a natural extension for them to be based in the mall, since approximately 75 percent of all skin product purchases are made at mall department stores. They're just offering these same customers a better, more-effective alternative."

Duke Marketing specializes in marketing for multi-location and franchise organizations. With a full range of services, including: strategic consulting, research and market positioning, local store marketing, grand opening strategies, promotions, franchise communications, public relations, advertising-graphic design, collateral development and web development.

About Duke Marketing®

Duke Marketing is a privately held, California-based Integrated Marketing Communications company. Experts in providing Integrated Marketing Communications by applying classic disciplines and leading-edge techniques of advertising, public relations, research, creative and direct marketing to both traditional and multi location companies. Duke Marketing combines a full range



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of services, on-target strategies, fresh ideas and creative concepts to offer complete solutions.

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