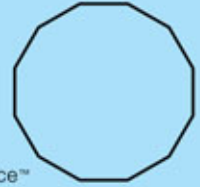


BENEV Company Inc.

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Progressive Skin Science™

FOR IMMEDIATE RELEASE

May 1, 2008

New Look and More at BENEV! BENEV Launches New Image and Other Improvements

Mission Viejo, CA— BENEV is launching a brand new look, including attractive new labels, updated packaging, and new marketing materials. But the change is more than visual: the BENEV system is easier than ever for patients to use, with clear, concise use directions and simple customized care regimens. BENEV is also implementing new and improved support programs, promotions, technical materials, and clinical protocols. The goal of all these changes is to offer physicians more of what they want—more marketing support for products and services, more customer service, more business-building education programs, more products and continually advancing formulas for satisfied patients, and more profits for their practices.

BENEV will soon release a new portfolio of marketing support materials that physicians and skin care professionals can use to educate patients about proper skin care, let patients know about BENEV products, and boost retail sales.

The BENEV Education Program has expanded and now includes the new BENEV Professional Certification Program. Medical skin specialists can become certified BENEV esthetic professionals by completing three classes during a three-day course or individually. BENEV Professional Certification prepares physicians and estheticians to become more successful with retail sales, enhances their expertise in professional skin care, provides a strong foundation of knowledge important for making profitable business decisions, and arms them with tools for stand-out, results-oriented service. Upon certification, participants receive a graduating plaque and a \$100 voucher toward a future BENEV class.

For more information, please call 1-888-432-3638.

About BENEV Company, Inc.

BENEV is committed to serving medical skin care professionals around the world by developing scientifically advanced, effective solutions that promote optimum skin health. All BENEV products are developed in our FDA-approved drug manufacturing facility with stringent quality control to ensure safety, stability, and efficacy. Available only through physicians. For more information, call 1-888-43-BENEV or go to www.BENEV.com.