

**Subject:** Company Name: Makeup.com Ltd  
**From:** "Thomas Kane" <bahaist@aaws.com>  
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**To:** bylander@ringer.cs.utsa.edu

Very Big News Out Tomorrow!!!!

Company Name: Makeup.com Ltd  
Sym: MAKU

Price: \$.10  
5 Day : \$.25  
30 Day : \$.50  
120 Day : \$1.00

The News: For Immediate Release

Beauty is in the EYE of the Shareholder!

Newport Beach, CA --(September 28, 2007) - Makeup.com is proud to report record highs for both sales counts and revenue during the month of July. Compared to June 2007, order counts increased by 167%, while total revenue increased by 107%. Online sales in the US equate to \$320 Million in the beauty sector alone.

Compared to Makeup.com's highest revenue earning month yet, January 2007, the July 2007 revenue increased by 82%. The increase in July sales is the product of strong promotional offerings, affiliate marketing, the introduction of the makeup.com sampling program and PayPal payment method, as well as free gifts with purchases. As seen in previous sales years traditionally e-commerce stock values increase preceding the holidays and Makeup.com foresees huge sales predictions for this upcoming holiday. With the launch of the makeup.com sampling program in late June, customers can now choose up to three boutique product samples with every purchase made. The program is designed to introduce new boutique products to encourage cross-selling during future purchases.

Beacon Equity Research commented on the record-breaking month of revenue at makeup.com: The sales growth for July is an indication that makeup.com is gaining market share in the online beauty and cosmetic industry. It should be noted that the increase in sales occurred during the summer months where we generally see a lull in business. With the addition of new website features and product promotions I would expect to see similar growth in the future months.

About MakeUp.com

MakeUp.com is an online makeup retailer offering both premium Boutique and discount Classic Brands. MakeUp.com is owned and operated by Makeup Incorporated, a wholly owned subsidiary of Makeup.com Limited (OTCBB:MAKU), a Nevada-based company with headquarters in Newport Beach, California. For more information please visit [www.makeup.com](http://www.makeup.com).