

TEMPTU^{PRO}

For Immediate Release

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TEMPTU PRO EXPANDS DOWN UNDER

Leading Airbrush Cosmetics Company Partners in Australia with HUB Makeup

New York, NY – October 20, 2009 – Temptu Pro, the leader in airbrush makeup and revolutionary beauty technologies announces its new partnership with HUB Makeup, the leading Melbourne-based supplier for premium professional makeup brands. The exclusive partnership establishes HUB Makeup as the sole distributor of Temptu Pro products to existing re-sellers in Australia. Additionally, HUB Makeup will retail Temptu Pro through its own professional stores and at its Australian training facilities including the newly launched location in Sydney and the soon-to-be-opened space in Melbourne.

“We are very excited about this partnership which will allow us to branch out in Australia,” said JP McCary, VP of Sales and Marketing for Temptu Pro. “We are confident that our new relationship with HUB Makeup will help expand and further our pro business with our already existing brand partners across Australia, as well as bring in new opportunities.”

HUB Makeup, whose parent company is Gorgeous Cosmetics, the leading cosmetics line in Australia, will manage the sales and distribution for all new and existing re-sellers of Temptu Pro in Australia which includes top salons, beauty supply retailers, and cosmetology schools.

David McConnell, CEO & Founder, HUB Makeup stated “We are genuinely thrilled to be appointed as the exclusive Australian Distributor of Temptu Pro. HUB Makeup's brand promise is to deliver the best, premium international brands to the Australian makeup industry. Bringing Temptu Pro in the Australian market delivers many exciting new opportunities for Australian Makeup Artists and developing Temptu Pro's existing resellers to truly compete at a world class level.”

Temptu Pro products now sold in Australia through HUB Makeup includes:

Airbrush Tools & Equipment: Utilizing the latest technology, Temptu delivers top-quality equipment that meets all airbrushing needs. The Temptu **S-One Compressor** is sleek, compact, and powerful while the lightweight, battery-operated **TEMPTU air** is portable and ready for on-the-go.

Temptu Pro Makeup Formulas: The highest and most innovative formulas on the market for professional makeup artists, Temptu's **Aqua** (water-based formula, matte finish), **Dura** (versatile, alcohol-based, long-lasting), and **S/B Makeup** (light, blendable, silicone-based) have become industry favorites, as the rise of High-Definition television and digital photography continue to change the face of modern makeup.

Special Effects: An industry favorite for body art, prosthetics, and special effects makeup for over twenty-five years, **Temptu Dura Palettes** are incredibly long-lasting and developed to withstand even the most extreme conditions. These concentrated pigments are ideal for creating a variety of effects.

About Temptu Pro

Temptu is the leader in professional makeup applications, formulas and innovations, dedicated to providing the beauty industry with the highest quality cosmetics. Temptu Pro's extensive range of professional products is sold in more than 50 countries and territories around the world. Founded in 1981 and recognized as a leading authority in airbrush makeup, Temptu works with chemists, engineers, and makeup professionals in film, television and fashion to continue to develop advanced makeup formulas and technologies. Temptu Pro products have been seen on **Vanessa Williams** in *Ugly Betty*, **Nicole Kidman** in *The Stepford Wives*, **Daniel Craig** in *Quantum of Solace*, the casts of *Desperate Housewives*, *24*, *CNN* and *Entertainment Tonight*, and used behind the scenes for **Christian Dior**, **Max Azria**, **Reem Acra**, **Trovata**, *Italian Vogue*, *W* and *Harper's Bazaar*. For more information, visit www.temptupro.com.

