

OC Entrepreneur Jacquelyn Tran Named One of Inc. Magazine's 30 Hottest Entrepreneurs Under 30

Tran and her fragrance business Perfume Bay featured in July issue of Inc.

HUNTINGTON BEACH, Calif. (June 29, 2006)— Jacquelyn Tran, President of Huntington Beach-based Perfume Bay, one of the Internet's premier fragrance and beauty E-tailers, has been named in the top five of Inc. Magazine's "30 Hottest Entrepreneurs Under 30" feature in the July issue and online at www.inc.com.

"This is a huge honor for me," said Tran. "It's a great feeling to be recognized for all of my hard work getting established in the business world, and I am thrilled to be included in a group of such fascinating young businessmen and women."

Besides being on the top 30 list, Tran is included among the top five entrepreneurs featured in the July print edition. The entire list of 30 can be viewed online at www.inc.com. Readers can vote online for the entrepreneur whom they believe should be ranked number one out of the 30. Tran was selected for the list from a pool of hundreds of worthy candidates.

Tran sits at the helm of Perfume Bay, which has become one of the most recognized and frequently visited on-line beauty web sites. With more than 800 unique brands and new products added daily, customers have access to exceptional one-stop shopping without leaving the comfort of their own home. The company has a strong national and international presence, with hundreds of thousands of customers spanning the globe. Revenues for Perfume Bay and Tran's other beauty web sites were approximately \$13 million in 2005.

The story of Perfume Bay is many years in the making. More than 20 years ago, in search of the American Dream, Tran with her parents and brother emigrated from Vietnam to the United States. Several years of hard work finally paid off when they proudly opened their own fragrance stores in Los Angeles in the late 1980s.

In 1999, the Trans shifted their focus from retail to wholesale, selling their stores and launching a distribution business named L.A. Fragrances, Inc. Around the same time, Tran was entering her senior year at the University of California, Irvine, where she was

majoring in business management. She supported the family's business decision, but personally held a larger vision for the company.

With the recent launch of the World Wide Web and the concept of Internet shopping rapidly spreading, Tran decided to take the success of the family fragrance business to the next level. She believed computer technology presented her with a unique opportunity to grow the business by selling quality perfumes online at discounted prices.

In 1999, Tran began the process of creating an online sales website, www.perfumbay.com. She envisioned a bay with perfume-filled ships from every corner of the world, thus the name Perfume Bay was born.

About Perfume Bay

Perfume Bay is one of the Internet's most recognized and frequently visited beauty web sites. With more than 800 unique brands, and new products added daily, including discontinued and hard-to-find items, and miniatures, customers have access to exceptional and secure on-line shopping, without leaving the comfort of their own home. In addition to thousands of fragrance and beauty products that can be purchased at affordable prices, Perfume Bay shoppers can find unique Web sections with in-depth product features, exclusive promotions and industry news.

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