

Press Release:

(STORE NAME) Hosts 2013 Prom Fashion Extravaganza and Debuts The Brand New Disney's Forever Enchanted Prom Collection!

(CITY & STATE), (DATE) — (STORE NAME) will host a Prom Extravaganza (INSERT DATE at TIME 00:00PM at INSERT LOCATION) that will feature our exciting line up of prom fashions for the 2013 season! **(STORE NAME)** is proud to be the first salon in the region to unveil the brand new Disney Forever Enchanted Collection and promises to showcase many stylish options of what aspiring prom princess will need for their fairytale event.

The debut Disney Forever Enchanted Collection pulls from different aspects of the 1937 Disney animated classic film "Snow White and the Seven Dwarfs," and captures its essence through rich treatments and a variety of silhouettes and fabrics. With seven design themes and 75 style options, Disney Forever Enchanted offers a stunning array of possibilities and choices for Prom goers.

"Launching our new Disney Forever Enchanted collection with a Snow White-inspired line seemed only fitting, since she was Disney's first princess," said Ashdon CEO, Nick Yeh. "The dresses are fun to wear yet elegant, and offer young women a way to realize their own fairytale inspired dreams."

Dresses from the first line feature chiffons, satins, tulles, taffetas and prints, many elegantly embellished with accents of sparkling crystal and exquisite embroidery. To truly capture the story of Snow White depicted in the film, the seven design themes range from sweet and demure to dramatic and intense, from the color red of the poisoned apple to prints inspired by the flora and fauna found in the woods.

"Drawing inspiration from the many elements comprising each Disney Princess story, Ashdon's creative team has created a beautiful collection that offers young women a fresh perspective on these classic characters and stories," said Robert Oberschelp, Director, Disney Consumer Products.

The Disney Forever Enchanted prom collection is available at (NAME OF STORE , CITY AND STATE). Dresses will be available in a variety of sizes with MSRP's ranging from \$350-\$800.

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About Ashdon, Inc.

Best recognized for their glamorous Simone Carvalli and Impression lines, Ashdon, Inc. is a leading force in the formal-wear industry. Also housed under the Ashdon brand umbrella are the newly successful Victor Harper collection and Yumi Katsura Couture whose brand is recognized on the same level with the world's most prestigious fashion trademarks. Ashdon's collections extend with evening gowns, special occasion and bridesmaid dresses, mothers of the bride and teen prom lines, such Xcite, Sparkle and Xtreme. No stranger to the celebrity world stars such as **Mariah Carey, Faith Hill, Selena Gomez, Ashley Greene** and *The Bachelor's Tara Durr* all have worn a gown from one of their collections on the red carpets and down the aisle. Their gowns have been featured in *Life & Style*, the *Teen Choice Awards* as well as top-rated shows such as *The Vampire Diaries*, *The Price Is Right*, and on Tyra Banks' *America's Next Top Model*. For more information on Ashdon, please visit www.Ashdonbrands.com.

About Disney Consumer Products

Disney Consumer Products (DCP), the world's largest licensor, is the business segment of The Walt Disney Company (NYSE:DIS) and its affiliates that extends the Disney and Marvel brands to merchandise ranging from apparel, toys, home décor and books to food and beverages, stationery, electronics and fine art. DCP develops Disney entertainment franchises into 365 day-a-year product opportunities at retailers worldwide. DCP is comprised of three businesses: Licensing, Publishing and Disney Store. The Licensing business is aligned around six strategic brand priorities: Disney Classic Characters & Disney Moms and Babies, Disney Media Networks & Games, Disney & Pixar Animation Studios, Disney Princess & Disney Fairies, Disney Live

Action Film, and Marvel. Disney Publishing Worldwide (DPW) is the world's largest publisher of children's books, magazines, and digital products. Disney English is DPW's English language learning business, which includes over 35 Disney English learning centers across China and a supplemental learning book program. DPW's growing library of digital products includes best-selling eBook titles and original apps. The Disney Store retail chain operates across North America, Europe, and Japan with more than 350 stores worldwide. Disney Store carries high-quality products, including exclusive merchandise tied to key Disney and Marvel entertainment offerings. www.DisneyStore.com and www.DisneyStore.co.uk are Disney's official online shopping portals. For more information, please visit Disney Consumer Products or follow us at www.YouTube.com/DisneyLiving, www.Facebook.com/DisneyLiving and www.Twitter.com/DisneyLiving.

About Your Salon

Contact:

Name

Address

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Email