



## NEWS FOR IMMEDIATE RELEASE

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### **E.T. Horn Secures Deal With Belmay**

*Company acquires assets and customers from Belmay USA West Coast*

La Mirada, CA – Dec. 05, 2007 – Recognizing an opportunity to enhance an already successful fragrance business, the E.T. Horn Company, a leading distributor and manufacturer of specialty ingredients, today announced that it has purchased from Belmay Inc. assets and accounts from their west coast customer base. The new agreement is intended to enable both companies to focus their core strengths toward providing improved attention, service, and value to existing and new customers.

In order to maintain exact fragrance formulation specifications, Belmay will continue to manufacture product for E.T. Horn from its New York production facility. In addition, Horn will continue operations at Belmay's current fragrance lab and production facility in California, a move that will insure customers of a seamless transition and uninterrupted supply.

"One of our company's primary goals is to expand our customer base by securing new, market leading principals and their product lines," said Gene Alley, E.T. Horn CEO. "Our partnership with Belmay garners a unique twofold opportunity. We've essentially established a new principal generating immediate income and have simultaneously created a fantastic stand-alone business unit. Both entities will draw from an E.T. Horn staff that has over 40 years' experience in the fragrance industry."

E.T. Horn's preeminent corporate structure includes 5 autonomous, yet united business groups that each service specific industries. As a result of the Belmay transaction, the company's Cosmetics and Personal Care Group will be strengthened. "We've been looking to expand our C&PC Group line, and this acquisition also makes us an immediate and very attractive resource for manufacturers in the home fragrance, candle, and household-institutional & industrial markets," Alley said.

#### **About The E.T. Horn Company -**

The E.T. Horn Company is one of the nation's largest distributors, marketers and manufacturers of raw materials and chemicals for use in coatings, building materials, elastomers, lubrication, nutrition, cosmetics, personal care, and food products. Founded in 1961, the company has focused on providing formulation solutions, superior customer service and technical expertise in distributing products from only the finest manufacturers. For additional information contact the company at 800-442-HORN or visit [www.ethorn.com](http://www.ethorn.com).

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*E.T. Horn - Belmay, press release, cont.*

**About Belmay -**

Established in New York in 1935, privately owned Belmay ([www.belmay.com](http://www.belmay.com)) has evolved into a full service multinational fragrance supplier with presence in over 20 strategic global locations. Retaining the vision of its founders, the company nurtures close and open working relationship with its customers, looking on fragrance development as a long-term creative partnership.

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