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PRESS RELEASE

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DUALSTAR NURTURES STEADY GROWTH IN WAKE OF RESTRUCTURING

Los Angeles, CA (August 15, 2005) –**Dualstar Entertainment Group** has nurtured steady growth since March 2005 when its co-presidents Ashley Olsen and Mary-Kate Olsen hired veteran retail executive **Diane Reichenberger** as CEO. While recently promoting designer and product development expert **Sam Ciardi** as executive design director of Dualstar Central Design Studio for fashions beginning Summer 2006, the company has also announced the retention of Beverly Hills-based **B|W|R Public Relations** to serve as its exclusive corporate representative in the United States.

Reichenberger, whose well-known turnaround of the L.A. Gear brand has been complemented by key management positions at Joe Boxer, The Gap and other global apparel brands, has substantially grown Dualstar during the last four months. Founded when Ashley and Mary-Kate were six years old during their initial success on “Full House,” the company originally focused on home video titles before expanding the *mary-kateandashley* brand into books, music CDs, videogames, dolls and, most recently, apparel, health and beauty and home décor products. Under the leadership of Reichenberger, Dualstar will maintain its position as a juggernaut in the ever-changing world of ‘tween girls’ fashion and lifestyle products, but will also look toward a future of expansion focusing on branded lifestyle and entertainment properties. In March, the launch of new fragrances *mary-kateandashley coast to coast NYC* and *LA* were the #5 best-selling fragrances across all women’s fragrances sold at major retail and drugstores. And prior to the *mary-kateandashley home* line of furniture launch in April, retail orders doubled over initial projections due to higher-than-anticipated consumer demand. Reichenberger has also made steady headway for the *mary-kateandashley* brand in overseas markets.

Newly appointed executive design director, Sam Ciardi, first joined the company’s L.A. office in 2001, concentrating on sportswear before relocating to New York and extending his focus into other apparel, footwear and accessories, later consulting on Dualstar’s move into home décor and furnishings. Prior to joining Dualstar, he transformed trends into girlswear for Wal-Mart customers through an executive post at The Isfel Company and previously learned the import business at New York-based Andover Togs and Banner Industries.

Dualstar, which recently relocated its corporate offices within the L.A. area, is currently in the process of launching its own corporate website (www.dualstarentertainmentgroup.com) separate from its branded lifestyle site, *mary-kateandashley.com* (www.mary-kateandashley.com). *mary-kateandashley.com* offers aspirational support for all areas of a young girl’s life where ‘twins and teens can interact in an upbeat community environment with features and advice on health, beauty, fashion, entertainment and the mind-body-soul connection.

To facilitate its brand strength on American soil, Dualstar has retained B|W|R Public Relations, whose corporate clientele includes Marc Cuban and Todd Wagner’s 2929 Entertainment, Regency Television, Al Gore’s Current TV, Netflix, Perrier, Wynn Las Vegas and Grail Clothing, as well as such personalities as Brad Pitt, Britney Spears, Jennifer Lopez, Will Ferrell, Lindsay Lohan, Jennifer Garner, Chris Rock, Jack Black, Katie Holmes, Jon Stewart and Snoop Dogg. Dualstar has also retained new representation in France and Spain with Edelman Europe led by longtime partner Jackie Cooper of JCPR (a Daniel J. Edelman Company) based in London. Mary-Kate Olsen and Ashley Olsen continue to be handled by longtime personal publicist Michael Pagnotta of Reach Media Relations.