

J WHITE & ASSOCIATES

Distinctive representation.

May 17, 2011

FOR IMMEDIATE RELEASE:

CROC-SPONSORED FOLICA EVENT A HUGE SUCCESS

The Croc-Sponsored “Hair-To Tuesday” (a monthly event that introduces select Folica.com customers to the latest in styling trends and technology) was a tremendous success for all parties involved. The event, which took place on Tuesday, May 3, began with cocktails and appetizers, followed by an impressive and educational presentation by Croc’s team of educators. The event centered around Croc’s new GreenIon line of appliances, and invited guests were treated to demos featuring both “curly-to-straight” and “flat -to-wavy” techniques.

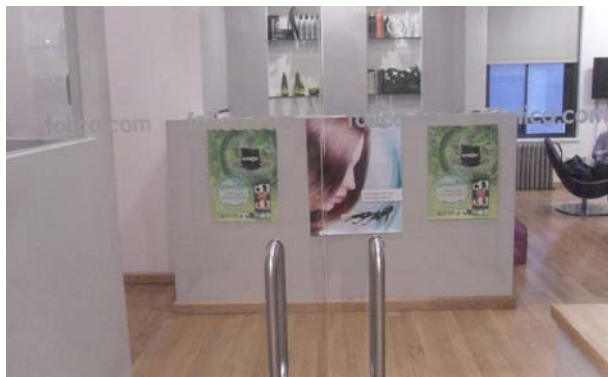
“This is a brilliant forum offered by Folica.com,” states Kristel White of J. White & Associates, whose firm represents Croc nationally. “To put a face and personality on a web-based business creates loyalty and new interest, ultimately resulting in increased sales. By featuring Croc, Folica.com was able to offer select customers the ‘best of the best’ in the appliance category. These ladies left the event with beautiful, healthy hair, plus gift bags worth over \$250. What’s not to love about that?!”

J. White & Associates, based in Charlotte, NC, is a national firm specializing in placing emerging market leaders with key distribution partners. J. White & Associates supports the Common Good Foundation™.

To contact J. White & Associates, call (704) 335-1502 or e-Mail sales@jwhite-assoc.com.



Sylvia Zori, Lauren Franklin, & Megan McSkimming of Folica, Stephanie Perez & Megan Williams of Croc, Kristel White of J. White & Associates.



Display of CROC items.

J. White & Associates — THE link between innovative manufacturing and targeted distribution.

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