

PURE ROMANCE

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Pure Romance named to *Direct Selling News* Global 100 List

CINCINNATI (For Immediate Release) -- Pure Romance, the nation's largest and fastest growing direct seller of relationship-enhancement products, has been named to the *Direct Selling News* Global 100 list of direct sales. With 2015 revenues of \$164 million, Pure Romance stands at #76 on the list of the Top 100 revenue-generating direct selling companies in the world, and will be listed in the June issue of the industry magazine.

Pure Romance was launched in 1993 by founder Patty Brisben in the basement of her Loveland, Ohio home. In 2000, Patty's son, Chris Cicchinelli, joined Pure Romance as CEO helping his mother grow the company from \$3 million in annual revenue to more than \$164 million in 2015.

The company's recent acquisition of Passion Parties is expected to increase sales by 20% annually and adds Canada as a new market for Pure Romance.

"We have always believed in the long-term growth of our company and the empowerment of our more than 150,000 Consultants who have taken the Pure Romance journey across the world," said Chris Cicchinelli, President & CEO of Pure Romance. "Making the *Direct Sales News* Global 100 list solidifies our commitment to empower, entertain and educate women while giving them a way to own and grow their own businesses."

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About Pure Romance

Pure Romance is the world's largest and fastest-growing woman-to-woman direct seller of relationship-enhancement products. Pure Romance markets its premier line of products, ranging from bedroom accessories to beauty products to lingerie, through a network of more than 150,000 specially trained or certified sales Consultants at in-home parties throughout the United States, Puerto Rico, South Africa, Australia and Canada.