

PURE ROMANCE

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Pure Romance named to the Inc. 5000 List of Fastest Growing Companies

CINCINNATI (August 17, 2016) – Cincinnati-based Pure Romance, the nation’s largest direct seller of relationship-enhancement products, was named today to the Inc. 5000 list of fastest growing private companies in the nation.

Pure Romance was ranked 4768 on the Inc. 5000 list with three-year growth of 48% and total revenue of \$164 million in 2015. The full list of Inc. 5000, which was released today can be found at www.inc.com/inc5000/list/2016/.

“We are thrilled to have *Inc. Magazine* recognize the growth of Pure Romance over the last three years,” said Chris Cicchinelli, CEO of Pure Romance. “I want to especially thank every one of our Consultants who are going into homes each and every night to empower, educate, and entertain other women.”

In January, Pure Romance acquired Passion Parties, which was expected to increase sales by nearly 20% annually and added new regions for the company, including Canada. International sales in Australia, New Zealand and South Africa also continue to grow annually for Pure Romance.

Pure Romance was launched in 1993 by founder Patty Brisben in the basement of her Milford, 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.

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About Pure Romance

Pure Romance is the nation’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 30,000 specially trained or certified sales Consultants at in-home parties throughout the United States, Puerto Rico, Canada, South Africa, and Australia. For more information, visit www.pureromance.com.