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MOXIE FOR MEN™

PRESS RELEASE

MOXIE FOR MEN ANNOUNCES LAUNCH OF ITS COMPANY AND E-COMMERCE WEB SITE

*Provider of premium grooming products and services for the emerging male market
announces the availability of its products over the Internet*

Rancho Santa Margarita, CA. December 4, 2003: MOXIE for men, a provider of premium grooming products and services for the emerging male market, has announced the launch of its company and e-commerce web site. Focusing exclusively on the grooming needs of men, a group mostly ignored by retailers, MOXIE has created a place for men to find products and services designed specifically for them.

"Men care about their appearance. You can work out, wear expensive clothes, but if your grooming is sub-par, that not only affects your health, but your career advancement and social life. We created MOXIE for men to offer a better grooming solution for today's man" explained Ryan Anderson, CEO of MOXIE for men.

The new web site provides a wide variety of premium skin and hair care products, shaving equipment, and helpful advice from an ethnically diverse panel. "We tested many brands prior to selecting what we feel, are the best male grooming lines available today. Our customers will find full selections by The Art of Shaving, Anthony Logistics, and Baxter of California, to name a few" stated Helene Ton, COO of the company.

MOXIE is opening their first Grooming Spa location in Orange County in early 2004, with plans already underway for a presence in the Bay Area by the upcoming summer.

About MOXIE for men:

With the main office in Orange County, MOXIE for men is the premier destination for ultimate grooming solutions. With an array of the finest men's grooming products and extraordinary spa services, MOXIE for men focuses on the emerging male market. MOXIE for men expects to open retail and spa locations in California in 2004. For additional information on the new Grooming Spas and product offerings, please go to www.moxieformen.com, or email us at info@moxieformen.com