



THE NEW SCENT FOR MEN

GO BEHIND THE SCENES OF THE USHER VIP FRAGRANCE CAMPAIGN

-- New Fragrance For Men Exudes Complete Confidence to Be Your Own VIP --

New York, NY– Usher Raymond IV – global superstar, singer, composer, producer, film and television actor, businessman, philanthropist and fragrance designer is proud to introduce Usher VIP, an ambitious and confident new fragrance for men.

The print campaign for Usher VIP was shot in Los Angeles at the Sunset Towers by famed photographer Mario Testino.

Destined to become a modern classic, Usher VIP now available nationally, reflects a person who is constantly striving to be the best, allowing the wearer to enter a state of mind where smart is sexy and intelligence rules the day. It's having the presence and the confidence to make an impact, and ultimately to unify and defy the odds to lead, not follow.

“I consider fragrance to be one of the most important tools of engagement for seduction. With Usher VIP I created a gentlemen’s scent, which would also appeal to women,” said Usher. “Women tell me they love the scent of a man, and I wanted to create that sense of confidence and style that women desire. VIP is a state of mind which is about what you do with that confidence and how you make an impact in the lives of those around you.”

“With Usher’s recent accomplishments over the past few years, he wanted to create a new refined fragrance that would represent new ways for him to express himself to his fans,” said Art Spiro, Executive Vice President, Liz Claiborne Brands, Elizabeth Arden.

“Through Usher VIP, Usher has captured the essence of his self-assurance and poise and utilized it to create a fresh and masculine scent to allow all to be a VIP.”

An evolution from the cool confidence of the original Usher He, Usher VIP celebrates the gentleman inside of every man. Inspired by Usher’s own experiences and inspirations, the new scent captures Usher’s amazing personal journey and reflects his latest achievements in both his personal and professional life, encouraging the wearer to lead and never follow.

The debut of Usher VIP comes in anticipation of the release of his new album due out in early 2010.

Online Media: Downloadable video, soundbites and ad images available at <http://www.dogmatic.com/MNR/UsherVIP>

For more information:

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