

Contact: Nicole J. Schoenberg
Fleishman-Hillard
(312) 932-2834
nicole.schoenberg@fleishman.com

FOR IMMEDIATE RELEASE:

**River West Brands Taps Andrei Najjar to Lead Bonwit Teller Re-Launch
*Former Gap, Target executive to revitalize iconic upscale retail brand***

May 20, 2008 – Chicago – River West Brands LLC, the leader in dormant brand acquisition and revitalization, and its subsidiary Avenue Brands LLC, today announced a partnership with fashion industry entrepreneur and executive, Andrei Najjar, to lead the relaunch of the upscale lifestyle brand Bonwit Teller.

Najjar is the co-founder and CEO of Social Atelier Brands, a designer of premium fashion lines aimed at promoting awareness of social issues. He previously held top positions for Abercrombie & Fitch, Hollister, Target, Banana Republic, and the Gap, and holds a masters degree in marketing from Northwestern University. Under Najjar's leadership, Social Atelier was named one of *NYLON Magazine's* "Brands to Watch" in 2007.

"Andrei's unique expertise as an award-winning designer, business leader, and entrepreneur makes him exceptionally qualified to bring new life to Bonwit Teller," said Mark Thomann, CEO of River West Brands. "A crucial component of our business model is to assemble world-class management teams to incubate and relaunch well-known brands. Andrei's vision for leading the rebirth of this beloved American classic complements our model and matches our long-term objectives."

Bonwit Teller, founded in 1895 by Paul Bonwit, operated for more than a century with premier locations and product offerings in high-end markets throughout the United States, most notably through its famous flagship store on Fifth Avenue in New York City. The iconic brand helped launch the careers of notable designers such as Henri Bendel and Calvin Klein, and "Bonwit's" stores and brand-building efforts featured the work of renowned artists such as Andy Warhol, Salvador Dali, Richard Avedon, and Robert Rauschenberg. Bonwit Teller is widely given credit for pioneering the notion of shopping bags-as-advertisements through the use of its "violets" logo, still fondly recalled.

"Bonwit Teller set the standard for the high-end shopping experience for a century," said Najjar. "I am excited to revitalize Bonwit's heritage for today's marketplace. Bonwit once outfitted fashion icons such as Jackie Kennedy and Grace Kelly – the new Bonwit will evoke that sense of glamour, with a modern twist."

With Najjar's expert leadership in place, River West has begun the process to seek financial and strategic partners, who can add value to Bonwit Teller's redevelopment, and help the brand's ambitious go-to-market plan succeed.

RiverWestBrands.

About River West Brands LLC and Partners

River West Brands LLC is a Chicago-based brand acquisition and enterprise development company. River West Brands works with leading consumer brand companies to acquire the rights to dormant or distressed brand intellectual property that remains well known, revitalizes these brands for modern relevance, and returns them to the marketplace as the foundation of new consumer enterprises. River West Brands' partners in health and beauty aids are SBB, LLC (Salon Selectives®) and Almar Sales Co., a leading distributor. Since its inception, River West Brands has successfully revitalized a number of brands, including Eagle™ Snacks (via Reserve Brands Inc.) and Coleco® Toys & Games (via Coleco Holdings LLC). For more information, visit: www.riverwestbrands.com.

About Avenue Brands LLC

Avenue Brands LLC was formed in 2006 to acquire and revitalize brands in the premium lifestyle category. The company currently holds the rights to Bonwit Teller, an iconic upscale retail brand, which was acquired through a partnership with mall developer Pyramid Group.

###