

DHC USA Inc. adds all-natural Japanese Brown Sugar to its Fine Foods line

With texture similar to granulated white sugars, adds versatility for everyday gourmets



SAN FRANCISCO, Calif., October 6, 2006—

Life just got a little sweeter. DHC USA Inc., a distinguished provider of high-quality skincare products, makeup, and fine foods, proudly presents Japanese Brown Sugar. Derived from sugarcane grown on the lush Amami Islands, this full-flavored, 100% natural sugar is perfect for everyday cooking and for sweetening coffee and tea. Unlike overly refined sugars, this molasses-rich sweetener is free of unnecessary dyes and chemical additives, giving it a much looser consistency than traditional hard-packed brown sugars.

“We are very excited to offer this delicate brown sugar to our U.S. audience. The amazing flavor and texture of Japanese Brown Sugar is sure to be a hit with our customers,” states Gary Gauntt, President of DHC USA, headquartered in San Francisco, California.

Japanese Brown Sugar is available at the special price of \$1.85 for 7 oz. Net wt. through November 30, 2006, and thereafter at its regular price of \$2.50.

Storage

Do not store in direct sunlight, extreme temperatures, or humid conditions. Japanese Brown Sugar is packaged in a handy resealable bag. Maintaining an airtight seal when not in use is recommended to help ensure freshness.

Availability

Japanese Brown Sugar is available by catalog or via www.DHCcare.com. When ordering online or by phone, fax, or mail, customers can have their products delivered straight to their home or office. And with every purchase, customers may make four free selections from a wide variety of skincare samples including our most popular product worldwide, Deep Cleansing Oil.

About DHC

DHC Corporation is one of the world’s leading manufacturers and marketers of more than 1,500 quality products, including skincare products, makeup, fine foods, vitamins, and more. DHC was founded in Japan more than 25 years ago and now has offices in South Korea, Taiwan, Hong Kong, and the United States. DHC serves millions of customers globally, with annual worldwide sales approaching \$1 billion. DHC skincare products are never tested on animals.