

URBAN AIR FRESHENERS, INC

Recent reports show that Hip-Hop culture has become the dominant cultural force influencing all facets of the retail industry, both in the United States and across the world. Being the subculture of choice for today's youth, marketing strategies and products catering to the hip-hop culture are proving to be the best way to reach consumers ages 12-35, who are the biggest spenders in today's economy.

One industry which has greatly profited from this new trend is the after-market automotive industry. Hip-Hop recording artists have displayed their preference for highly-personalized and accessorized vehicles through the help of such media as *Rides Magazine* and MTV's popular show *Cribs*, which at least once a year dedicates an entire episode to cars, trucks and toys of celebrities. And their fans, your potential customers, have definitely taken notice.

Here is your chance to capitalize on the profitability of Hip-Hop. Introducing **URBAN AIR FRESHENERS**, a new choice in automobile fragrance. This brand new product uses the eye-catching shape of Hip-Hop's accessory *du jour*, the "Pimp Cup," as displayed by celebrities like 50 Cent, Chingy, Lil' Jon and Snoop Dog. This creative alternative even has Hip-Hop inspired names for its five available scents: **Gangsta Lean** (Cherry), **Ghetto Fabulous** (new car smell), **Hot Boy** (vanilla), **Pimps Up** (spice) and **Thug Passion**.

Decisions makers in every aspect of retail have taken notice of this new trend. From clothing, to food, to cellular phones, major corporations such as Jolly Ranchers, McDonald's, and Verizon have redirected their advertising to appeal to Hip-Hop consumers. And with celebrity entrepreneurs like Russell Simmons, founder of Def Jam, Sean "P. Diddy" Combs of Bad Boy Entertainment, and Damon Dash of Roc-a-Fella Records directing their success in the recording industry towards fashion, beverages, cell phones, and even debit cards, it is obvious that hip-hop can promote and self-sell any product it endorses.

According to BusinessWeek.com, there is hardly a major consumer company around that isn't trying to cash in on Hip-Hop's singular popularity, if not its edgy authenticity. **URBAN AIR FRESHENERS** will be the item to bring the automobile fragrance world into the race. For a culture that demands the exclusivity, Hip-Hop fans will love the idea of the "Pimp Cup" air freshener made specifically with them in mind. Between the design, the options and the low cost, these "Van-glorious" air enhancers will soon create brand loyalty that cannot be matched by any of its competitors.

URBAN AIR FRESHENERS- *the car freshener for the Hip-Hop Nation.*