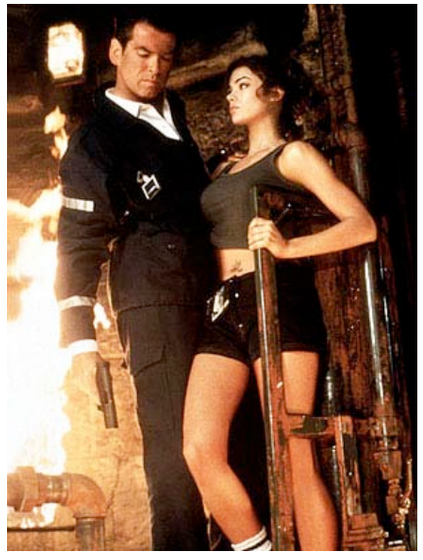

DENISE RICHARDS™
Solarose
BY DENISE RICHARDS

DENISE RICHARDS

THE PROFESSIONAL









SELECTED FILMOGRAPHY

Year	Title	Role
2010	Cougars Inc.	Judy
2003	Scary Movie 3	Annie Logan
	Love Actually	Carla
1999	The World Is Not Enough	Dr. Christmas Jones
	Drop Dead Gorgeous	Rebecca 'Becky'
1998	Wild Things	Kelly Lanier Van Ryan
1997	Starship Troopers	Carmen Ibanez

SELECTED TELEVISION

Year	Title	Role
2010	Blue Mountain State	Debra
2009	Dancing With the Stars	Self
2008	Denise Richards: It's Complicated	Self
2003	Two and a Half Men	Lisa
2001	Friends	Cassie Geller
1996	Melrose Place	Brandi Carson
1993	Seinfeld	Molly Dalrymple
1992	Beverly Hills, 90210	Robin McGill
1991	Married with Children	Girl #2
	Saved by the Bell	Cynthia





DENISE RICHARDS™

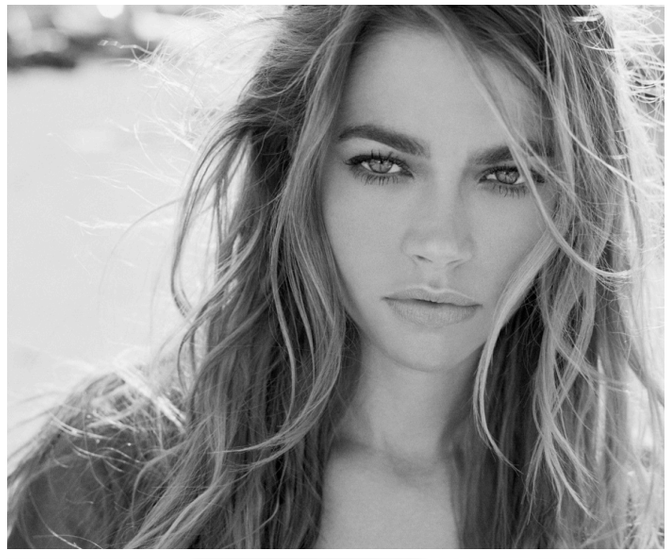
DENISE RICHARDS

THE SUPERMODEL









After graduating from high school in 1989, Denise Richards began her career after being signed by Judith Fontaine Modeling & Talent Agency. Soon, Denise was signed as a model for Bonne Bell, a world-renowned cosmetics brand. The green-eyed beauty's early modeling career jumpstarted her dream of becoming an actress.

Denise has appeared in countless publications, including:

- InStyle
- Cosmopolitan
- Shape
- Redbook
- Maxim
- GIANT
- Inked

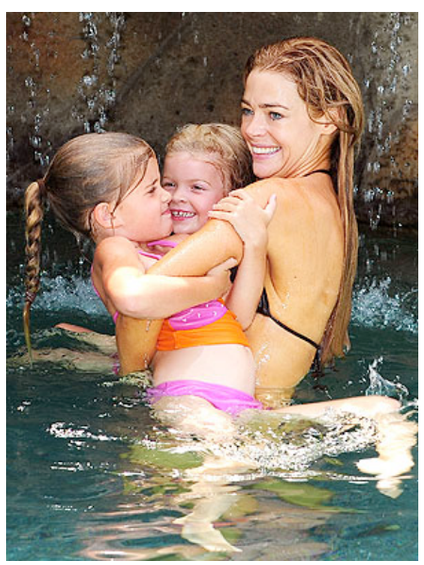


DENISE RICHARDS™

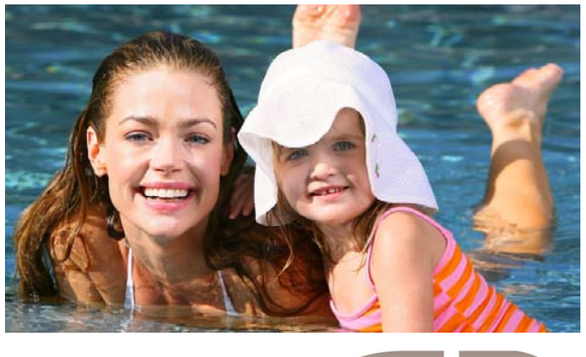
DENISE RICHARDS

THE MOTHER




- Mother of Sam (6) & Lola (5)
- Well known and recognized as successful single mother
- Denise ALWAYS puts her children before her celebrity status
- Denise's authentic motherly nature & instincts provide consumer appeal
- Denise's laid-back California style makes her a trendsetter for mothers on-the-go
- Children of celebrities are now in the style spotlight; Girly-girls Sam & Lola are no exception!

DENISE RICHARDS™

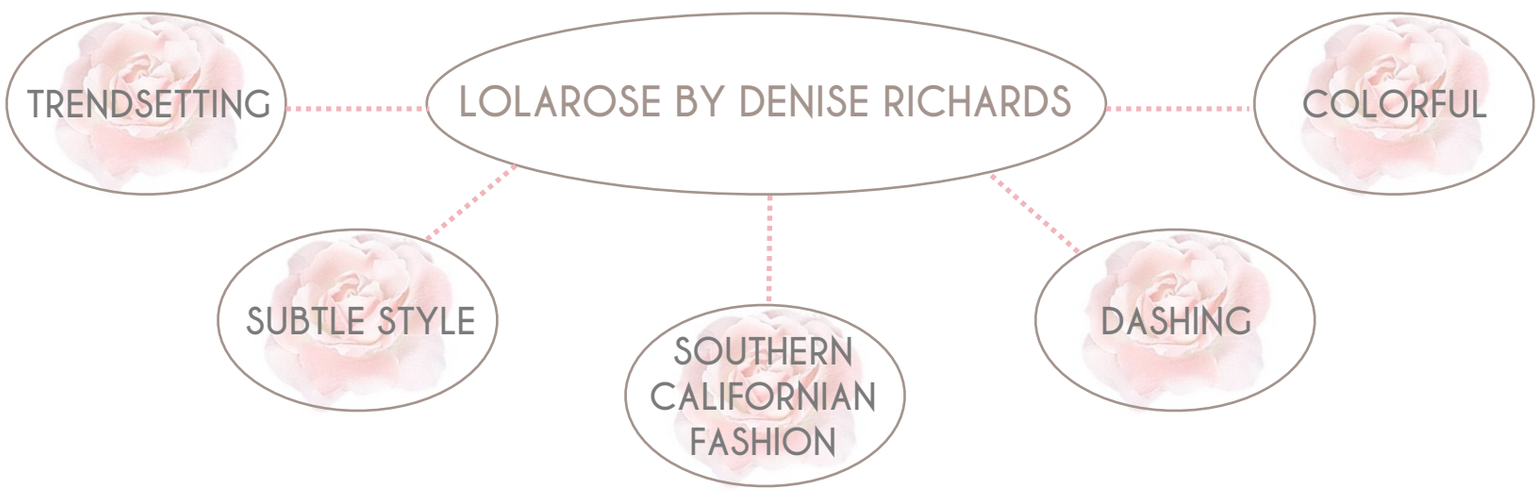
DENISE RICHARDS

INTRODUCING: LOLAROSE



Lolarose
BY DENISE RICHARDS

- Named after Denise's youngest daughter, "Lolarose by Denise Richards" is the perfect extension of the DR brand into infant and children's apparel, accessories, and home décor categories
- Lolarose by Denise Richards is positioned as an affordable fashion-forward children's collection for the "girly girl" with California style
- Caters to trend-aware mothers who shop for their children



Please Note: *Lolarose* logo art is for inspiration only.

DENISE RICHARDS™

DENISE RICHARDS

INTRODUCING: LOLAROSE

BRAND POSITIONING



DENISE RICHARDS™

DENISE RICHARDS

INTRODUCING: LOLAROSE









FOR BABY

Apparel

- ✳Onesies, Tops & Bottoms, Dresses, Costumes, Tutus

Fashion Accessories

- ✳Headbands, Bows, Booties

Care Accessories

- ✳Bottles, Diaper Bags

Home Décor

- ✳Bedding, Cribs, Blankets

Strollers

Toys

- ✳Mobiles, Baby Activity Gyms

DENISE RICHARDS™

DENISE RICHARDS

INTRODUCING: LOLAROSE











FOR GIRLS

Apparel

- ✳Tops, Bottoms, Dresses, Outerwear, Denim

Fashion Accessories

- ✳Jewelry, Headbands, Footwear

Home Décor

- ✳Bedding, Room Accessories

Toys & Games

DENISE RICHARDS™

DENISE RICHARDS

THE LICENSING PARTNER



- Denise is a licensing partner's celebrity dream come true
- Denise is Hands On
  - Will attend trade shows, photo shoots, buyer meetings
  - Will "Tweet," blog on her official website, & speak about her partnerships on the talk show circuit
  - Will be directly involved with product development
- Denise gives licensees unparalleled exposure and publicity
  - Over 1.8 million fan followers on Twitter





DENISE RICHARDS™

DENISE RICHARDS

THE MARKETING PHENOMENON



















DENISE RICHARDS™

DENISE RICHARDS

CURRENT PARTNERS

CRISTOPHE
Beverly Hills





Reality Star Creates Hair Care Line

CELEBRITY HAIRSTYLIST CRISTOPHE AND ACTRESS-REality star Denise Richards are partnering to create a hair care line, to be launched some time in 2011. The new collection, You by Denise Richards, is planned for direct-response distribution.

Richards, who most recently appeared in the 2009 movie "Finding Bliss," and also had a stint on "Dancing With the Stars," said she has always wanted to create a beauty line, especially a hair range, as her own mane — which is long, thick and healthy-looking — has withstood years of wear and tear.

"It's been curled and ironed and blow-dried, but I have taken care of it," said Richards, adding that she doesn't wear extensions and that she even did her own hair and makeup for her 2008-2009 E network reality show, "Denise Richards: It's Complicated."

Cristophe operates five salons with locations in Beverly Hills, Washington, Newport Beach, Calif., St. Barth's and Las Vegas. He's no stranger to the hair care category. He currently sells Cristophe Professional hair care products at his salons and in CVS drugstores.

"She has quite a few good ideas about hair care," said Cristophe of his new business partner. "She is a woman who represents, well, the woman today. She has children and she works. And she has some ideas about hair care that, as a professional, I have never thought about."

Richards said she will be involved with Cristophe on formulations and packaging, and is planning on visiting Minnesota in the next week, where the products will eventually be manufactured.

"He's the expert on specific ingredients and I'll do the test drive," she said.

Richards, who said she is not financially invested in the line, has known Cristophe for many years. The actress will be seen later this year in a recurring guest role in Spike TV's series "Blue Mountain State."

— Andrea Nagel

Denise Richards

WWD

parfumologie™



CRISTOPHE

Bradford has aligned celebrity stylist Cristophe with Denise Richards to collaborate on a unique new line of hair care products. The series of products will be launching in 2011 and is expected to be an essential part of women's day to day beauty routine.

Denise and Cristophe will offer hair care secrets along with their newly branded merchandise, giving consumers an added bonus when using their products. Now that Hollywood tips will be available, consumers will have the confidence to take on the world in red-carpet style!

PARFUMOLOGIE

Bradford Licensing and Denise Richards have signed new licensee Parfumologie, experts in creating top fragrances. Denise will work alongside Parfumologie to create her signature scents.

DENISE RICHARDS™



Bradford Licensing

LICENSING

Bradford Licensing, LLC
7 Oak Place, Suite 1
Montclair, NJ 07042

Tel: 973 509 0200
Fax: 973 509 7419

WWW.BRADFORDLICENSING.COM