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AVLON sponsors the LA Celebrity Catwalk for Charity

(July 15, 2005 – Chicago, IL) – Avlon Industries Inc., a leader in multi-cultural hair care, is proud to sponsor the 10th annual **LA Celebrity Catwalk for Charity** to help benefit the National Animal Rescue.

Similar to *MTV's Fashionably Loud*, this event brings out the celebrities to “strut their stuff” on the LA Catwalk. Celebrity models on the catwalk will include: Eva Pigford, Toccara and Janice Dickenson from *America's Next Top Model*, Camille Winbush from *The Bernie Mac Show*, Lisa Raye and Terri Vaughn from *All of Us*, Brian Hooks and Jason George from *Eve*, Kiko Ellsworth from *Port Charles*, Guy Torry from *Def Comedy Jam*, Darrin Henson from the HBO Series *Soul Food*, Kim Coles and Dorian Wilson, as well as Playboy Playmates.

The fashion show will showcase fashions from Bisou-Bisou, RocaWear, The Avenue, LRG, DNM, Playboy and Phat Farm just to name a few. Celebrity hairstylist Dr.Boogie will be on set to provide “finishing touches” on the celebrity models using various Avlon products to give the celebrities that final look and shine.

The event will take place August 26th at 7pm at the Henry Fonda Theatre, 6126 Hollywood Blvd in Los Angeles, CA. Avlon will provide giveaways for all in attendance and raffle prizes for lucky audience members.

For more information concerning the event or how you may purchase tickets to attend, please feel free to contact the LA Fashion Event office at 212-217-9409.

In addition to nationwide distribution throughout the United States, Avlon now has international customers: Canada, The United Kingdom, France, Holland, Belgium, Spain, Saudi Arabia, Trinidad, The Virgin Islands, French Guyana, Central America, Brazil and East Africa.

For more information or to buy Avlon products, visit us online at www.avlon.com

Enclosure: Photos from the “Celebrity Fitting” held at the West Hollywood Standard Hotel July 7-9, 2005. Celebrities are shown wearing the “fits” they will be strutting on the LA Catwalk.