



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

The Heat Group Acquires Billie Goat Soap

The Heat Group, one of Australia's leading cosmetic and personal care distributors, has expanded its brand portfolio with the acquisition of Billie Goat Soap, Australia's original goat's milk soap company.

The Heat Group owns cosmetic brand Ulta3 and is the Australian distributor for Max Factor, COVERGIRL, Bourjois, Elite and essence. With Billie Goat Soap's range of soaps, moisturisers, shampoo and conditioner, body washes and bath soaks, this significant acquisition launches The Heat Group into the skin care market.

"Billie Goat Soap is a wonderful opportunity for our business as it has considerable growth potential and is a high quality brand," says Gillian Franklin, Managing Director of The Heat Group. "It is the perfect fit for our successful brand portfolio and will enable our team to broaden relationships with our retail partners and leverage our customer base."

Available from selected health food stores, pharmacies, Myer, David Jones and selected Target stores, the Billie Goat Soap range is very popular with people who have sensitive skin, eczema and psoriasis. Eczema affects up to one in three Australians at some stage throughout their lives¹.

"I'm excited about Billie Goat Soap joining The Heat Group," says Billie Goat Soap's founder, Leanne Faulkner. "Whilst Billie Goat Soap is already a favorite for thousands of consumers, The Heat Group's resources and expertise will provide the opportunity to significantly extend its reach to more Australians, and I can't wait to see this potential realised. I am also looking forward to being part of the highly successful Heat team."

The Heat Group's acquisition of Billie Goat Soap is effective from February 1st, 2012.

For further information and product samples, please contact:

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¹ Eczema Association of Australasia Inc. www.eczema.org.au