



PRESS RELEASE

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SUSAN ROSE WINS AMERICASMART DIVA AWARD FOR SPECIAL OCCASION RETAILER OF THE YEAR

Plantation, Fla. – On Thursday, October 19, 2006 special occasion retailer Susan Rose was awarded the 2006 DIVA award. The prestigious industry award was presented to Susan Rose owner Rae Ann Panciera at the Atlanta Women's and Children's Mart by Kaye Davis, executive director of fashion and apparel tradeshow AMERICASMART.

"I am so proud to accept this award on behalf of everyone that has made Susan Rose so successful this past year," said Susan Rose Owner Rae Ann Panciera. "This is an exciting moment for me and a crowning achievement for my store. Being named special occasion retailer of the year is a great way to end 2006 and celebrate the history and accomplishments of Susan Rose."

The DIVA award acknowledges rising stars in the industry and recognizes success among retailers and designers in the categories of special occasion, bridal, prom, pageantry and quinceanera.

The 2006 DIVA nominees, announced during the August Atlanta Women's and Children's Apparel Market, were strategically selected by the 2006 DIVA Nomination Committee, an independent panel of prominent specialty retailers and industry experts. The winners were chosen by a panel of peers consisting of retailers, exhibitors and designers.

About Susan Rose

Susan Rose is a women's high-end, social occasion apparel retailer with one boutique in Plantation, Fla. A South Florida destination shop, the store has the proud reputation for offering complete, customer-focused service to each guest that walks through its doors. Women come from all over the United States for the Susan Rose shopping experience. For more information about Susan Rose visit www.susanrosedresses.com or call (954) 472-2120.

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Note: Logos as well as digital images from the event are available upon request.

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