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(Photos © His Witness Enterprises included on page 3)

WORLD'S LARGEST CHRISTIAN FRAGRANCE COMPANY LAUNCHED IN ATHENS, TN

ATHENS, TN—June 10, 2009— A “soft” launch of His Witness Scents, the largest collection of Christian fragrances and luxury skincare, was subtle when operations were tucked away in a downtown boutique in Athens, Tennessee. Although a formal grand opening of the faith-based fragrance company was bypassed, national attention was still granted, as rave reviews from customers and retailers alike poured in, earning them a spot on *Specialty Retail Report's 13th Annual Guide to Top Cart & Kiosk Start-up Packages*.

Specialty Retail Report, with a readership of more than 75,000, is a national magazine which serves as the voice of the specialty retail industry (carts, kiosks and temporary in-line stores). The magazine, dedicated to the promotion, growth and success of the specialty retail industry, is based in Hanover, Massachusetts.

For two years in a row, His Witness Scents, a subsidiary of His Witness Enterprises, has received this prestigious recognition.

“God has been good. I feel honored and humbled. It just stirs up in me that we need to bring even more services and fragrances for our customer base that has been so gracious to us. We could not have done it without our customers and their prayers. As an appreciation to them, we will continue to bring them the Word and strive to make excellence our ongoing commitment,” says owner, VeRona Porter.

His Witness Scents is a purpose-driven fragrance line whose main focus is “to raise the awareness that any opportunity to share Jesus Christ is an opportunity worth taking”. Owner and founder, VeRona Porter is very open about the company’s humble beginnings and credits her faith in God and loyal customers for the success story.

In 1993, founder VeRona Porter has always been intrigued with fragrances and flowers. So much so, she named her daughter, Jasmine, after the fragrant flowers used in perfumes worldwide. Porter began her journey in the fragrance industry by designing potpourri for friends and family. As the demand for her unique blends and fragrances grew, she was encouraged to move her gifts from her basement and kitchen into the retail market. Today, Porter’s daughter, Jasmine Porter-McDermott serves as the company’s Vice President and marketing director.

Located across the street from the McMinn Heritage Museum on West Madison Avenue, the inspirational fragrance boutique serves as the company’s flagship store and corporate office. During the holiday season, His Witness Scents opens its 2nd location in Bradley Square Mall in Cleveland, Tennessee.

With its billboard, situated directly above its parking area, customers are immediately presented with the company’s core message. An open Bible and detailed picture of their best selling perfume, *Anointed Isaiah 61* on a bright green background communicates its trademark, *His Witness Christian Fragrances & Gifts*. Upon entering the fragrance boutique, His Witness Scents customers are greeted with a luxurious conversation area on the right, a custom fragrance bar on the left, and large Christian fragrance selection with over 100 products in their 2009 collection and more scheduled to be launched by 2010.

Providing luxury fragrances and fine body care for today’s men and women of faith is just one facet of His Witness Scents explains Porter. “His Witness is more than a fine Christian fragrance line. The purpose is

for it to be a witnessing tool. We develop fragrances and high quality skincare products that are designed to not only smell and feel great, but encourage and inspire people to witness. Initially, it inspires you to read the biblical scriptures located on each product. The connection of the fragrance and scripture reminds you of the Word and your purpose in Christ. Secondly, our customers enjoy compliments upon compliments from others and that opens dialog for them to share the gospel. They share not only the name of the fragrance but also an encouraging conversation”, she continued.

The brand’s signature green bags, prominent logo, and biblical scriptures on each product are hard to miss. Fragrances such as *Blessed Matthew 5* perfume and *Faithful 1 John 1:9* cologne sprays line the shelves of the nation’s first full-service Christian fragrance store. Besides the unique packaging and expansive fragrance selection, these are just a few features that further set this company apart from typical designer fragrances in the industry, according to His Witness owners, making them a unique, inspirational gift for all occasions.

“We love the fact that our fragrances are long lasting and speak to men and women on so many levels. We receive several testimonials on how our customers not only get asked what they are wearing frequently, but see the people being uplifted and inspired by the prayerfully selected scriptures included. They are sharing the message and that means His Witness Scents has come full circle and are doing what they were ultimately designed to do, shares VeRona Porter.

Enlisting the assistance of a chemist and manufacturer allows the designing women to focus even more on their commitment to innovative products, their ministry, and giving back.

From the beginning, His Witness has been determined to give 10% to area church groups and ministries. The company chose to move into its larger West Madison Avenue location to provide an atmosphere suitable for the brand’s in-store Pamper & Praise™ events, which they are also known for.

The Pamper & Praise™ events are free spa parties booked by church groups, ministries, and select charitable organizations. The His Witness staff provides various complimentary, pampering services. Attendees can expect to have a great time experiencing the fragrances and skincare products while sharing the Word in an upscale, yet fun and relaxed atmosphere. 10% of all purchases are tithed back to the group from the event.

“Our signature Pamper & Praise events have been a blessing to us as well as the groups who book them. Many groups use this event as a fundraiser. Today’s times can get stressful. We tell guest that they are too blessed to be stressed and the free events we host reinforce this,” Porter adds.

His Witness Scents are enjoying the national attention from the *Specialty Retail Report’s* listing, but shared that they are more delighted to see people’s lives being changed one spritz at a time.

His Witness Fragrance for the Body. Message for the Soul® is the nation’s first full-service Christian fragrance store with the world’s largest selection. Founded by designer VeRona Porter, the His Witness collection of over 100 fragrances and skincare products include perfumes, colognes, body lotions, shower gels, shea butters, Dead Sea salts from the Holy Land, and gift sets for men and women. His Witness products are available at His Witness Scents stores, online at www.HisWitnessScents.com, and fine Christian retail stores.

For more information about His Witness Scents, visit www.HisWitnessScents.com. Churches, ministries, and groups interested in booking Pamper & Praise events and being placed on the company’s tithing list may call 423.453.5415 during store hours Tuesdays-Fridays 10:00 AM -6:00 PM or visit the His Witness Scents flagship store located at 509 West Madison Avenue in Athens, TN.

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His Witness® Faithful 1 John 1:9 for Her Gift Set
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His Witness® Logo



Guest enjoying pamper services at His Witness® Signature Pamper & Praise™
event by staff member Julia Sneed (right).

