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**Product Lounge Announces Launch of Colorstrology,
Published by Pantone, Inc.
With Strategic Media Partner The Elle Group**

*Combines Elements of Astrology and Numerology
to Reveal What Your Personal Color Says about You*

NEW YORK, N.Y., CARLSTADT, N.J. – SEPT. 10, 2004 – Four out of 10 Americans read their horoscope daily*, and 10 out of 10 have a birthday. Just as your sun sign offers insights into your personality, you have a personal color that dictates the true you. Recognizing these powerful statistics, New York based licensing and brand-building firm, Product Lounge, developed Colorstrology together with Michele Bernhardt, a world-renowned author, healer and intuitive for client, Pantone Inc. Designed to create consumer awareness for the global authority on color communication, Colorstrology, is a new system that infuses elements of astrology and numerology with the spirituality of color to create a personal color profile for every day of the year.

Initially designed as a web-based content property on www.colorstrology.com, Colorstrology launches its first strategic media alliance with Elle.com, with prominent positioning on its popular astrology splash page, which averages five million page views a month. Elle will also market Colorstrology on 50,000 banners per month.

By providing compelling personalized content to high profile online and traditional strategic media alliances and through free virally marketed consumer e-greeting cards, consumer awareness for Colorstrology is expected to grow quickly. The web site is projected to average two million online viewers a month within the first quarter.

Content is based on decades of color research by the PANTONE COLOR INSTITUTE, which confirms what many of us already know – color influences our emotions and mental states. Yellow is often associated with sunshine and optimism, blue with relaxation and peace, red with passion and excitement and earth tones with practicality and responsibility. With Colorstrology, the traditional research and methodology has been expanded to a metaphysical level. Colorstrology offers information about the emotional and spiritual powers of color for personal exploration and empowerment. Michele Bernhardt distilled core traits for each month and day, such as the sun sign and numerological vibration of the date, and combined the corresponding colors to reveal each day's unique color.

According to Colorstrology, if you were born on August 2nd, your personal color is Cadmium Yellow – Pantone 15-1054 – a rich golden orange. People born on this day tend to be complex, creative and sexy. Wearing or surrounding themselves with Cadmium Yellow increases their faith in both themselves and others. What does your personal color say about you? Find out at www.colorstrology.com.

“Your personal color is a key to your inner world – your personality and emotions. It is designed to honor the real you,” said Michele Bernhardt. “It is important to understand that your personal color may or may not be your favorite color at this time, but it is a color that helps balance all the different parts of you. While your favorite color can change over time, your personal color is a constant and an introduction to the many colors that you have within.”

The Colorstrology system includes 12 monthly colors and 366 daily personal colors, designed to help people understand how colors influence their personal lives and relationships. Each color includes a personality profile and three key words that best describe the profile for that specific day. All of the colors in the system are identified by a corresponding color name and color number from the PANTONE MATCHING SYSTEM, the definitive international reference for selecting and matching colors.

Future Colorstrology plans include the announcement of additional media alliances and the development of a merchandising program based on the 12 monthly colors comprised of birthday gifts, newborn gifts, spiritual products, fashion accessories, and personalized products, such as checks and credit cards.

About Product Lounge, Inc.

Product Lounge, Inc. is a New York based licensing and brand development firm that specializes in helping companies increase their brand equity and market penetration worldwide through a unique combination of licensing, property and product development and guerilla marketing. More information is available at www.productlounge.com.

About Pantone Inc.

Pantone, Inc., developer of the globally accepted PANTONE Color Systems, is the leading source of traditional and electronic products for the selection and accurate communication of color. With over 40 years of experience, Pantone is recognized as the worldwide market leader in color communication and color technology for the graphic design, printing, publishing, textile and plastics industries. More information is available at www.pantone.com.

*Library Journal, June 1, 2000

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