



For immediate release:

**October 1, 2010
Newport Beach, California**

Leading Australian Cosmetics retailer and DRTV powerhouse HiLife Health & Beauty partners with Engagem3nt for U.S. product introductions.

Concurrent launch of English and Spanish language campaigns planned for October.

Peter Nicholas, CEO comments, "HiLife has achieved amazing success in our homeland of Australia, and we are smashing it in the UK and New Zealand. The United States is the true home of direct response, and we are confident of success in the US with our first product introduction, Wrinkle Freeze"

The launch, managed by Kathi Moore, President and CEO of Newport Beach, CA based **Engagem3nt, Inc.**, will include both English language, and Spanish language television, print, online and mobile components. Says Moore, "HiLife's entrance into the US marketplace is unprecedented. Never before has a Direct Response product launch so comprehensively embraced a multi-channel, and multi-cultural launch strategy. Their inclusion of the Spanish language market is yet another illustration of the marketing acumen of HiLife CEO Peter Nicholas."

Wrinkle Freeze is the first in what HiLife promises will be a long list of new product introductions into the US direct response marketplace.

Engagem3nt is a full service, response driven advertising agency, specializing in lead and order generating direct response marketing and advertising to the US Hispanic market. At Engagem3nt it is our mission to **engage the consumer**. Our focus on multi-cultural marketing is illustrated by the **M3** in our name, which represents **Multi-Channel, Multi-Cultural Marketing!**

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