

Beauty.com and Fashion Designer Lela Rose Team Up to Create a Beauty Filled Summer Travel Bag

BELLEVUE, Wash. and NEW YORK, May 1, 2008 /PRNewswire via COMTEX News Network/ -- Beauty.com, Inc., a wholly-owned subsidiary of drugstore.com, inc. (Nasdaq: DSCM) has collaborated with New York fashion and wedding gown designer Lela Rose to offer customers a limited edition beauty valise filled with prestige beauty products. The exclusive Lela Rose Travel Bag comes just in time for the busy vacation season and is available to customers with a purchase of \$100 or more on Beauty.com.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20080501/AQTH055>)

(Logo: <http://www.newscom.com/cgi-bin/prnh/20071010/AQW059LOGO>)

"Beauty.com has a sophisticated customer who is both feminine and fashionable," says Lela Rose. "She inspired me to want to design an accessory, not just a make-up case ... one that looked just as cute as the handbag holding it."

Lela Rose is renowned for her sweetly chic aesthetic and an eye for intricate detail. Her designs have garnered numerous features in publications such as In Style, Harper's Bazaar, People, Martha Stewart Weddings, and Lucky Magazine.

"Our customers want style and sophistication along with convenience and quality," says Kathleen McNeill, president of Beauty.com. "The mini-valise Lela Rose designed for Beauty.com is classic, valuable, and ideal for summer travel with an assortment of top beauty products."

The limited edition Lela Rose "mini-valise" features Lela's signature dot print for 2008 with vintage luggage trim and feminine detailing. The travel bag is perfect for toting beauty essentials, with useful built-in features such as brush holders and zippered plastic compartments for more delicate items. The case, with products valued at more than \$120, contains both deluxe and FULL SIZED favorites including:

ARCONA Cranberry Toner
Alterna Caviar Moisture Shampoo with Seasilk
Urban Decay Eyeshadow Primer Potion
L'OCCITANE Verbena Harvest Shower Gel
L'OCCITANE Verbena Harvest Body Lotion
Vincent Longo La Dolce Vita Lashes
Vincent Longo The Curl Mascara
Freeze 24/7 IceShield Facial Cleanser with Sunscreen SPF 15
Bliss Fabulous Foaming Face Wash
tarte Cheek Stain in Topsy

Subscribers to the Beauty.com Bulletin will receive an email exclusive opportunity to make an advance purchase on May 6. The promotion will then run in the June issue of Lucky Magazine and on <http://www.beauty.com/lelarose> on May 7.

The partnership with Lela Rose is an extension of the relationship between the designer and the website offering The World of Beauty Online(TM). Beauty.com's spokesperson Tina Turnbow has long been Lela's go-to beauty guru -- creating beauty looks for her New York fashion shows and the makeup for her most recent advertising campaign. Lela Rose is also featured on Beauty.com editorial pages. Backstage "get the look" video footage from her fashion shows is available on <http://www.beauty.com/videos> and Lela has commented on her favorite products from brands like NARS and Ted Gibson on the Industry Insiders Page.

Site wide gifts with purchase are just one of the perks available to Beauty.com customers. Other benefits include "Everyday Free Shipping," 5% back on every purchase, the free sampling center, 100% color match guarantee, and a shared online shopping cart with Beauty.com's partner site, drugstore.com. Beauty.com personalizes beauty shopping online with the Skin Care and Hair Care diagnostic tools, which provide product regimens tailored to the customer based on interactive surveys. Beauty fans can also get the latest tips, trends, and promotions sent directly to their email by signing up for the free weekly

Beauty Bulletin on Beauty.com

About Beauty.com - The World of Beauty Online(TM)

Beauty.com, Inc. is a leading online destination for prestige beauty products. The web store provides a highly personalized shopping experience and offers more than 200 brands from widely recognized to niche, hard-to-find products. Beauty.com is wholly owned by drugstore.com, inc.

About drugstore.com, inc.

drugstore.com, inc. (NASDAQ: DSCM) is a leading online provider of health, beauty, vision, and pharmacy products. Our portfolio of brands include: drugstore.com(TM), Beauty.com(TM) and VisionDirect.com(TM). All are accessible from <http://www.drugstore.com> and provide a convenient, private, and informative shopping experience while offering a wide assortment of more than 30,000 products at competitive prices.

The drugstore.com pharmacy is certified by the National Association of Boards of Pharmacy (NABP) as a Verified Internet Pharmacy Practice Site (VIPPS) and operates in compliance with federal and state laws and regulations in the United States.

About Lela Rose

A native of Texas, Lela Rose graduated from the University of Colorado in 1991. Rose then headed to New York to study fashion design at Parsons School of Design where she graduated in 1993. Her education continued under the tutelage of Christian Francis Roth, as Design Assistant and soon thereafter, with Richard Tyler as Design Assistant and Fabric Buyer. Rose worked with Tyler for three years in Los Angeles and New York.

In 1998, Rose's vision and passion compelled her to create her signature collection, Lela Rose. Through intricately designed and finely detailed separates, dresses and jackets, Rose has established herself as a renowned designer.

"My philosophy of design is about creating beautiful, hand finished clothes that exude a casual luxury and refinement." -Lela Rose

Lela Rose's beautifully detailed collection has garnered her following of trendsetters across the country. Today, her collection can be found at in-store boutiques in Bergdorf Goodman, Neiman Marcus, and Stanley Korshak. In addition, Lela Rose sells in over 60 specialty stores nationwide. Her collection can also be found in Nordstrom's and Bloomingdale's as well as internationally in Canada, Europe and Asia.

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