



Contact:
Steven Helmle
Director, Business Integration
AMS Fulfillment (Advantage Media Services, Inc)
661-775-0611
stevenh@amsfulfillment.com

STARMAKER PRODUCTS TEAMS WITH AMS FULFILLMENT

StarMaker Products Partners with AMS to Deliver Products to Consumers & Retailers

Los Angeles, CA — Sept 30, 2004 — AMS Fulfillment (Advantage Media Services, Inc), the quality provider of fulfillment services, and **StarMaker Products**, a premier Hollywood personal care product company, have teamed to deliver goods to consumers and retailers who buy their innovative products offered through web-site, drug store and home-shopping channel campaigns.

StarMaker Products (www.starmakerproducts.com) was founded and is owned by respected celebrity makeup artist, JoAnna Connell, and actor, director, producer/writer Anson Williams, who is well known for his role as “Potsie” on the hit series, Happy Days. Joanna originally developed their first product, Micro Pearl Abrasion, a crushed pearl resurfacing skin care treatment, for the most watched series in television history, “Baywatch”. Anson, discovering it’s use on the set of Melrose Place, quickly partnered with JoAnna to form StarMaker Products, and take Micro Pearl Abrasion from the sets of Hollywood to the world! The clinical results read: “*At the end of a 28-day clinical trial of Micro Pearl Abrasion, the majority of participants had an average of a 31% reduction in the appearance of fine lines and wrinkles.*” StarMaker’s goal is to distribute to the public the best working Hollywood products that the industry has to offer. A published, high profile beauty expert for magazines including Cosmopolitan, Vogue, People and Glamour, JoAnna has also been a celebrity judge for the Miss USA Pageant. “During the development stages of our product and company”, said Joanna, “we looked for a company that could provide the required services, but had a world class, proactive management team. That team is at AMS fulfillment.”

Anson Williams, co-founder/owner adds: “Finding a company for assembly and fulfillment is only a small portion of the puzzle. We chose AMS because they had an interest in proactively partnering with us and assisting our company to grow. JoAnna and I attribute many of our current successes, including our association with QVC, to the AMS management team. They went above and beyond to make introductions to trusted industry partners and spent countless hours of brainstorming and planning sessions, all of which helped lead us to success.”



AMS President, Jay Catlin and business partner/CEO Ken Wiseman, have positioned AMS as an industry leader. “The AMS team is a cohesive bunch of fulfillment “Lifers” with decades of experience in both Business-to-Business (B-2-B) and Business-to-Consumer (B-2-C) operations. While we provide an advanced technology platform and proven operating methodologies, the AMS formula is simple: give the client your thought, energy and effort as if it were your own business, deliver results and exceed the client’s expectations,” said Jay Catlin. CEO, Ken Wiseman adds: “We don’t view our relationships as client/vendor, we take a true partnership approach. We value our ability to make introductions to trusted industry partners and go to bat for our clients at every opportunity. When our client succeeds, we succeed!”

About AMS

AMS (Advantage Media Services) is a major full-service fulfillment provider with unique expertise in fulfillment and distribution services, and is a quality service partner for DRTV, eCommerce and Direct-to-Retail product fulfillment. AMS offers service solutions for both retail and consumer programs, including Fulfillment and Distribution, Large Scale Assembly, Order & Inventory Management, Logistics and Returns Processing services. DVD/CD replication and associated printing services are also provided by AMS.

For more information, call 661-775-0611 or visit www.amsfulfillment.com

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