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FOR IMMEDIATE RELEASE

**Destination Brand's Launch Party Brings the
Exclusive Miami Beach Suncare to Life**
Beach Party Brings the Sea to You in a Bottle

(March 3, 2014), Miami, FL - Destination Brands will launch the official and exclusive Miami Beach Suncare line on Friday, March 14, 2014. Held at 8th and Ocean Drive, the Miami Beach Suncare launch party will kickoff at 6:00 PM for a full out party on the beach.

"We are excited to launch our Miami Beach Suncare line and celebrate our collaboration with Miami Beach," said VP of Marketing and Sales for Destination Brands, Desiree Rodriguez. "An event at the beach is the perfect way to showcase the qualities of our sunscreen."

The launch of Miami Beach Suncare, hosted by Lili Estefan, will help kick off the City of Miami Beach's yearlong 100th birthday celebration. In true Miami Beach fashion, the festivities of the launch include a fashion show sponsored by Macy's South Beach, music, light bites, handcrafted specialty cocktails provided by Grey Goose and Bacardi, and of course many surprises along the way.

The launch will give special guests the opportunity to experience the new Miami Beach Suncare line in a way unlike any other. Guests will be able to touch, smell, and feel the benefits of the Miami Beach Sunscreen as well as SoBe Nights Sunless Bronzer throughout the evening. A 3D Mapping will also take place, bringing the elements of the sun-care line and essence of Miami Beach to life.

The Miami Beach Suncare launch party will also serve as a way to celebrate the City of Miami Beach's 99th birthday. With an average year-round temperature of 75 degrees, Miami Beach has an unrivaled reputation for culinary offerings, nightlife, culture, fashion, and luxurious hotels. Boasting seven miles of breathtaking beaches, Miami Beach is like no other place in the world!

Miami Beach Suncare is the official and exclusive sun-care product line of Miami Beach. It creates a true sensory experience of Miami Beach. From the texture of the cooling effect of the salt water sport gel, to the aroma of the signature Miami Beach fragrance and the soothing effect of the triple acting sea kelp formula, the essence of Miami Beach is contained in the MB bottle.

Leading the way in sun care innovation, Destination Brands International incorporates natural sea elements into the formulas of Miami Beach Suncare. Miami Beach Suncare combines the natural skin benefits found in sea kelp and sea water along with sun protecting properties to ensure that skin is protected, hydrated, and nourished. In an effort to keep our beaches beautiful, a portion of all proceeds will go towards beach cleanup efforts.

For more information on Destination Brands and Miami Beach Suncare, please visit www.MiamiBeachSun.com.

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About Destination Brands:

Destination Brands International is a fourth generation, family-owned, entrepreneurial business headquartered in Miami, Florida. Over the years its passionate team of innovators have successfully launched and branded products all over the world. In 2013, the City of Miami Beach partnered with Destination Brands International to develop the official and exclusive sun care product line of Miami Beach - Miami Beach Suncare.