



THE NEW SCENT FOR MEN

BEHIND THE SCENES OF USHER'S COMMERCIAL FOR HIS NEW FRAGRANCE, USHER VIP

*Inspired by the Maltese Falcon, Usher and Famed Director Pierre Morel
Film the Glamorous Spot on the French Riviera*

Tuesday December 1st

10:15 AM – 10:30 AM, ET (7:15 AM – 7:30 AM, PT)
AND 1:15 PM – 1:30 PM, ET (10:15 AM – 10:30 AM, PT)
Satellite: GALAXY 28 (C-Band)
Transponder: 15C
Downlink Freq: 4000 V
Trouble Number: 215.262.3422

Online Media: Downloadable video, soundbites and ad images available at
<http://www.dogmatic.com/MNR/UsherVIP/>

Multi-platinum recording artist, Usher traveled to the French Riviera to film his new commercial for his latest fragrance, Usher VIP. The television spot, directed by famed filmmaker Pierre Morel (Taken), shows Usher and his female companion being chased by paparazzi through the streets of Monte Carlo.

Destined to become a modern classic, Usher VIP, now available nationally, reflects a person who is constantly striving to be the best, allowing the wearer to enter a state of mind where smart is sexy and intelligence rules the day. It's having the presence and the confidence to make an impact, and ultimately to unify and defy the odds to lead, not follow.

"I consider fragrance to be one of the most important tools of engagement for seduction. With Usher VIP I created a gentlemen's scent, which would also appeal to women," said Usher. "Women tell me they love the scent of a man and I wanted to create that sense of confidence and style that women desire. VIP is a state of mind which is about what you do with that confidence and how you make an impact in the lives of those around you."

"With Usher's recent accomplishments over the past few years, he wanted to create a new refined fragrance that would represent new ways for him to express himself to his fans," said Art Spiro, Executive Vice President, Liz Claiborne Brands, Elizabeth Arden. "Through Usher VIP, Usher has captured the essence of his self-assurance and charisma and utilized it to create a fresh and masculine scent to allow all to be a VIP."

An evolution from the cool confidence of the original Usher He, Usher VIP celebrates the gentleman inside of every man. Inspired by Usher's own experiences and inspirations, the new scent captures Usher's amazing personal journey and reflects his latest achievements in both his personal and professional life, encouraging the wearer to lead and never follow.

The debut of Usher VIP comes in anticipation of the release of his new album due out in early 2010.

B-Roll Includes: Behind the scenes footage and soundbites from the commercial shoot, TV Spot and product stills.

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