

L.A.I. COMMUNICATIONS

MEDIA CONTACT:

Tyrha M. Lindsey-Warren

908.672.6024

Tyrha.Lindsey@laicomcommunications.com

CURLS' GIRL RULES THE WORLD!

***First Book By CURLS CEO & Founder, Mahisha Dellinger,
Reaches Amazon.com's 'Top 100'***

NEW YORK, NY – February 25, 2015: Just after a week of its launching, *Against All Odds: From the Projects to the Penthouse* (Brown Girls Publishing), by CEO and Founder of the CURLS hair care empire, Mahisha Dellinger, has reached the Amazon.com “Top 100” list. Created to uplift and inspire, the book chronicles the life story of Ms. Dellinger, with her humble beginnings in the violent projects, and ending in abundance as a successful entrepreneur. (Click here to see video on Mahisha Dellinger discuss “Against All Odds” - <https://www.dropbox.com/s/dw6ht2txtsovmjj/against-all-odds-15sec-clip4.mov?n=212862874>)

According to Amazon.com, their “Amazon Best Sellers” and “Top 100” lists are good indicators of how well a book is selling overall. The website uses a calculation based on sales on Amazon.com and is updated hourly to reflect recent and historical sales of every item sold on Amazon.com. In order to reach its “Top 100” list, an author must sell more than 500 books in a 24 hour period.

"My purpose for writing 'Against All Odds' was to transparently share my dysfunctional, disenfranchised past, alongside my meteoric rise to success, to inspire other women and girls of color," stated Ms. Dellinger. "Reaching Amazon's “Top 100” list in a week is truly amazing and quite a blessing."

Against All Odds: From the Projects to the Penthouse illuminates Ms. Dellinger's story. Coming from a single mother, brother was a gangbanger and living in a hopeless neighborhood with gun shots and the sounds of helicopters serving as the accompaniment to her dreams, Ms. Dellinger will tell you any day that she was born a statistic and was not expected to succeed in life. In spite of it all, Ms. Dellinger had a vision for her life and was determined that her present circumstances would not be her destiny.

Against All Odds: From the Projects to the Penthouse also provides insightful tips from “A to Z” on how to create a successful business as well as to develop a “wealth mindset.” Recently named by ESSENCE Magazine as one of the “24 Black Beauty Influencers,” at the end of the book, Ms. Dellinger takes the opportunity to feature her expertise in hair care by providing extensive tips on creating a regimen for beautiful and healthy hair for all textures.

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Against All Odds: From the Projects to the Penthouse (ISBN:9781625177070) is available at <http://www.browngirlspublishing.com>, Amazon.com, BarnesandNoble.com and book stores nationwide. For further information or to review copies, call 908.672.6024 or e-mail at Tyrha.Lindsey@laicommunications.com.

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ABOUT CURLS

Founded in 2002, CURLS continues to be one of the best recognized natural hair care brands in North America. CURLS offers over 40 natural hair care products made with certified organic ingredients for women, kids and babies. The company has multi-channel distribution, including retail, where CURLS products can be found nationwide in Target, Sally's Beauty Supply, Wal-Mart, Rite Aid, CVS and Duane Reed and has a strong presence with over 200 professional salon retailers and boutiques across the United States. CURLS also has a strong international presence in Canada, Brazil, Africa and the United Kingdom.

For more information, visit www.curls.biz.