



NATIONAL CENTER
on Domestic and Sexual Violence
training • consulting • advocacy

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For Immediate Release – October 16, 2006

Auction of Celebrity-Designed Pepperface™ Pepper Sprays Now Open

Proceeds Benefit the National Center on Domestic and Sexual Violence

Austin, Texas – Coinciding with Domestic Violence Awareness Month in October, the National Center on Domestic and Sexual Violence and Pepperface.com announce the opening of their Prevention Purple Celebrity Auction. Select celebrities, including Kelly Ripa, Jaime Pressly, Gabrielle Union, and Haylie Duff, either personally designed or collaborated with Crystal Icing™ to create exclusive Pepperface.com™ Edition Palm Defenders® that are now Swarovski Crystal-iced accessories. These dazzling one-of-a-kind models will be auctioned on eBay, the World's Online Marketplace® with all of the proceeds benefiting the National Center.

Pepperface.com™ recently unveiled an innovative and stylish defense spray – the Pepperface.com™ Edition Palm Defender® – especially to help women defend themselves. According to Pepperface.com founder, Mladen Djankovic, “I don’t want Pepperface.com to be considered just a pepper spray company. It’s bigger than that. I hope this product becomes a positive symbol for violence prevention and helps curb the occurrence of violence. There will never be a cure for violence against women. The only thing we can do is work on awareness and prevention and it is everyone’s responsibility.”

The Prevention Purple Campaign includes providing information on self defense and violence against women issues, auctioning the celebrity-designed Palm Defenders®, and donating \$1 from the sale of each Palm Defender® to the National Center.

To see the participating celebrities and their sparkling designs and to bid, visit <http://www.pepperface.com/store/auction.html>. Bidding in the Prevention Purple Celebrity Auction is open October 16 – 27, 2006 on eBay.

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Auction of Celebrity-Designed Pepperface™ Pepper Sprays Now Open Add 1

“Through the Prevention Purple Campaign, Pepperface.com and the National Center are able to create awareness of self defense for women. This Campaign allows us to bridge the gap from awareness towards prevention, as well as generate funding to further the efforts of the National Center,” says Debby Tucker, Executive Director, National Center.

Additional Palm Defenders®, in a variety of colors and custom, pre-designed and limited editions are available at <http://www.pepperface.com/store/products.html>.

About the National Center on Domestic and Sexual Violence

The National Center designs, provides and customizes training and consultation; influences policy, promotes collaboration, and enhances diversity with the goal of ending domestic and sexual violence. NCDSV collaborates with law enforcement, legal system agencies, advocacy organizations, social service agencies, the military and other community entities across the United States and Mexico to integrate their efforts to end domestic and sexual violence. The National Center’s award-winning website (www.ncdsv.org) is considered a comprehensive resource on a variety of issues related to violence against women. The National Center is a 501(c)3 nonprofit organization based in Austin, Texas.

Contacts

Debby Tucker (dtucker@ncdsv.org) or Christina Walsh (cwalsh@ncdsv.org), National Center on Domestic and Sexual Violence at 512.407.9020, for information on domestic or sexual violence, self-defense issues and the Prevention Purple Campaign.

Mladen Djankovic (mladen@pepperface.com) and Keith Puckett (keith@pepperface.com), Pepperface.com at 773.772.7372, for information on the Pepperface.com™ Edition Palm Defender® and the Prevention Purple Campaign.