



**FOR IMMEDIATE RELEASE**

**Entity Beauty appoints Craig A. Fleming to President and CEO**

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**ORLANDO, FL Feb 5** Nail and beauty products company Entity Beauty Inc. (entitybeauty.com) today announced the appointment of Craig A. Fleming as its new President and CEO.

A seasoned and successful leader, Craig has owned and operated several businesses. Previously, he was the Chairman, CEO and President of HCX Salons International.

Craig built the largest art publishing business in the world during his five-year tenure as Chairman, CEO and President of Media Arts Group Inc. (NYSE: MDA), the exclusive publisher of artist Thomas Kinkade. Under his leadership, revenues grew fourfold as he expanded U.S. retail locations from 900 locations to 5,000 stores, and stand-alone galleries from four to 387 worldwide.

**About Entity Beauty**

Founded in 2004 by world champion nail artists Tom Holcomb and Tom Bachik, Entity Beauty was formed to empower beauty professionals with superior products, education and tools for success. Entity Beauty's state-of-the art nail couture products are developed by its team of creative consultants, including current world champion Alisha Rimando. Entity Beauty's products are available in the United States, Europe and Asia.

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