

BOLDF★**CE** GROUP INC.

BOLDFACE Group announces Kardashian Beauty

Santa Monica, CA., May 9, 2013 – BOLDFACE Group, Inc. (BLBK), a celebrity beauty licensing company (the “Company” or “Boldface”) founded by beauty industry veterans focused on top tier celebrity and designer brands for opportunities in the beauty, home care and fragrance markets, today announced that after numerous attempts to resolve a previously publicized trademark issue over the use of the word Khroma (with Beauty by Kourtney Kim and Khloé), Boldface has decided on a name change for its cosmetics/beauty brand. The new name is purely and simply Kardashian Beauty.

“We have chosen to move forward with the new name, which symbolizes the beauty that resides firmly in the very heritage of Kourtney, Kim and Khloé. Each of the girls instinctively has her own individual [allure and] style, which is reflected in their namesake brand,” said Ms. Ostoya, Boldface’s CEO.

The Company’s will continue to create innovative and high quality beauty products under the new Kardashian Beauty name. The line, which launched in October 9, 2012 and became an instant success, was a natural addition to the growing Kardashian brand.

“The Company’s formulas are the true power players, and we strive to make them even more exciting every season. Kourtney, Kim and Khloé are the inspiration and driving force behind every aspect of the development,” said Ms. Ostoya.

Kardashian Beauty will continue to include a range of high performance color cosmetics and will continue to be available at the following retailers: Ulta, CVS, Duane Reade, Ricky's, Walgreens, Meijer, Fred Meyer, Harmon, HEB, beauty.com and other beauty retailers. [The trademark issue did not require the Company to recall or otherwise pull any already shipped products from shelves in any store. The Company will make future product shipments and continue its advertising and marketing using the new Kardashian Beauty name,]

About BOLDFACE

Boldface is a Santa Monica, California based celebrity beauty licensing company founded by Nicole Ostoya and Robin Coe-Hutshing, beauty industry veterans. The Company sells cosmetics and beauty products under the Kardashian Beauty brand, and is developing products in conjunction with its license agreements with Mario Lopez and the UglyDoll brand. Please visit www.boldfacegroup.com for further information.

Safe Harbor Statement

Any statements contained in this press release that do not describe historical facts may constitute forward-looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. Any forward-looking statements contained herein are based on current expectations, but are subject to a number of risks and uncertainties. The factors that could cause actual future results to differ materially from current expectations include, but are not limited to, risks and uncertainties relating to the availability of additional funding, and the Company's business, product development, marketing and distribution plans and strategies. These and other factors are identified and described in more detail in the Company's filings with the SEC, including, the Company's Current Reports on Form 8-K. The Company does not undertake to update these forward-looking statements.

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