



- **Lilestone plc, the owner of Myla, raises significant funding from private equity backers to expand the business.**
- **Charlotte Semler and Nina Hampson, the founders, are joined by Daniel & Leo Gestetner on Myla Board of Directors**
- **Aggressive roll-out strategy planned**

Myla is a leading sex, life and accessories brand in the luxury sector.

Lilestone plc, the Brand's owner, has raised significant funding for the Myla brand, from a new company formed by a consortium of private equity investors, including, the Duet Group, Octopus Asset Management and Daniel and Leo Gestetner.

Daniel and Leo will join co-founders Charlotte Semler and Nina Hampson on the board of Directors.

Myla designs, manufactures and distributes a range of luxury lingerie and other sensual products for women.

It operates boutiques & concessions in London, New York and Paris. There is also a thriving mail order & web business. Myla was the world's first designer sex shop & exploits a gap in the luxury lingerie & accessories market.

As a result of the investment, Lilestone plc will have significant funds to support management's ambitious international growth plans.

The funding provides the business with the financial and managerial resources, to capitalise on the success of the Myla concept with an aggressive roll-out planned over the next 2-3 years, including expansion of the Company's US operations, after the successful launch of the Myla New York store last year and the entry into a number of key European markets.

Nina Hampson said: "There are excellent opportunities to grow the business through new store openings, licensing and product development, both in the UK and internationally. Charlotte & I look forward to working with our new backers and the Board of Directors to build the Myla brand & its associated sales as it becomes a global player within the luxury lingerie sector. "

Daniel Gestetner, said: "This support provides the company with the opportunity to capitalise on the Myla brand. Following the investment, we will be in a position to leverage Myla's position in the premium lingerie and bedroom accessories market".

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Enquiries

Daniel Gestetner
Nina Hampson

07831 330577
020 7221 2299

Daniel@gestetner.net
ninah@lilestone.com

Notes

Nina Hampson & Charlotte Semler

Charlotte was Board Planning Director at Lowe Howard Spink and Nina a Strategy Analyst for Dunnhumby when they met working together on the Tesco account.

Charlotte and Nina co-founded Myla in April 2000 with the aim of creating the world's first luxury sex brand. In the 5 years since, the company has grown to 10 retail locations throughout the UK, Europe and the USA as well as a successful mail-order and e-commerce business www.myla.com.

Daniel and Leo Gestetner

Having sold their shopping portal, ShopSmart, to Barclaycard in 2001, Daniel and Leo Gestetner formed The Bandwidth Group as a vehicle to buy, sell and actively manage a group of brand led companies.

In early 2003 they formed The Kendal Group as a specific vehicle focused on the acquisition of sports and leisure brands. The first brand purchased was Zoggs, the market leading swimwear and swim equipment brand, in July 2003. This was followed by the acquisition of PureLime, a leading designer and producer of high quality clothing for the fast growing women's aerobic and fitness wear market in October 2004. The Kendal Group is actively looking to build up its portfolio of sports brands.

In March 2005 Daniel and Leo formed a vehicle called First Sports Group to acquire First Retail, the leading sports retailer within the UK Private Leisure Club Market. First has over 110 outlets within the David Lloyd, Esporta and Holmes Place chains. First is in the process of rolling the concept out further and plans to open another 100 outlets over the next two years.

The Duet Group

The Duet Group is a London-based, asset management group with over \$400 million under management in a variety of alternative asset classes.

The Group's Private Equity activities are managed by Duet Private Equity Limited and the Group has recently launched its first Private Equity fund, Duet Private Equity Fund I L.P. a fund focused on small to mid-sized UK and EU businesses in the sports, media, consumer brands and specialty retail sectors.

www.duetgroup.net

Octopus Asset Management

Octopus Asset Management is a leading fund manager and private equity investor into fast growing SME companies. Octopus specialises in providing £1 million to £3 million of equity finance for management buy-outs and development capital for UK companies in transactions with an enterprise value typically up to £15 million. Octopus, set up in 2000, is one of the fastest growing fund management companies in the UK.