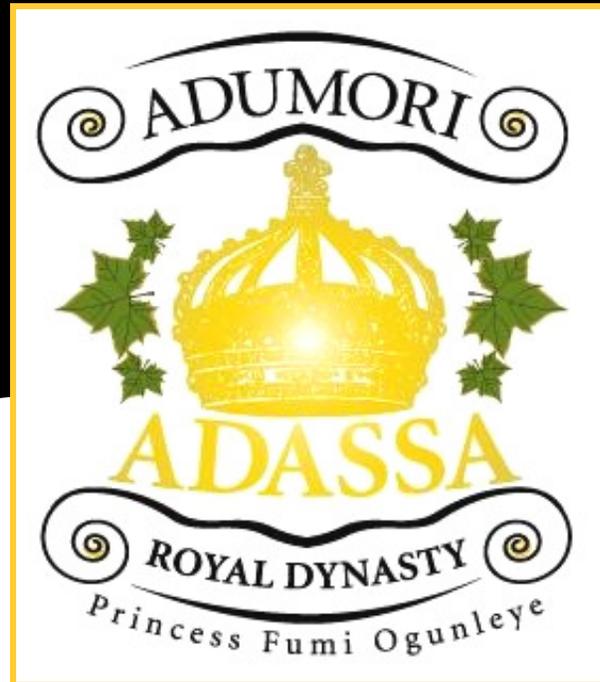


Every Inspiration Begins with a Story ....



Every Woman is a Princess... Live the Dream.™

## The Story Behind Adassa™ Brand

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- A Prelude to the Adassa Story

•478 BC: There must have been a lot of excitement in Persia in those days. Every girl from India to Cush, in all the 127 provinces of the empire, was talking about the king's search for a new queen. Everyone hoped she would be the one to be chosen. History had it that every mother was certain her daughter was the most worthy for this high honor. By the king's command, beauty contests were held in every province, and the loveliest girls were given a free trip to Susa to be presented to the King.

•In the midst of this unprecedented occasion in Egypt emerged a poor orphan, who in every way, according to man's standards, could never qualify for this beauty contest. Adassa, riddled with uncommon favor, rose from ashes to become the most well respected Queen of Persia.



- **A Prelude to the Adassa Story (cont'd)**



- Amazingly, this same story was manifested 50 years ago in the heart of Africa, where Princess Fumi's mother, Remi an orphan who lived on the streets of her community captured the heart of the prince and became the peoples' princess.

- This inspiring story of great possibilities in the face of adversity is salted throughout the lives of our everyday women, regardless of age, culture and body size.

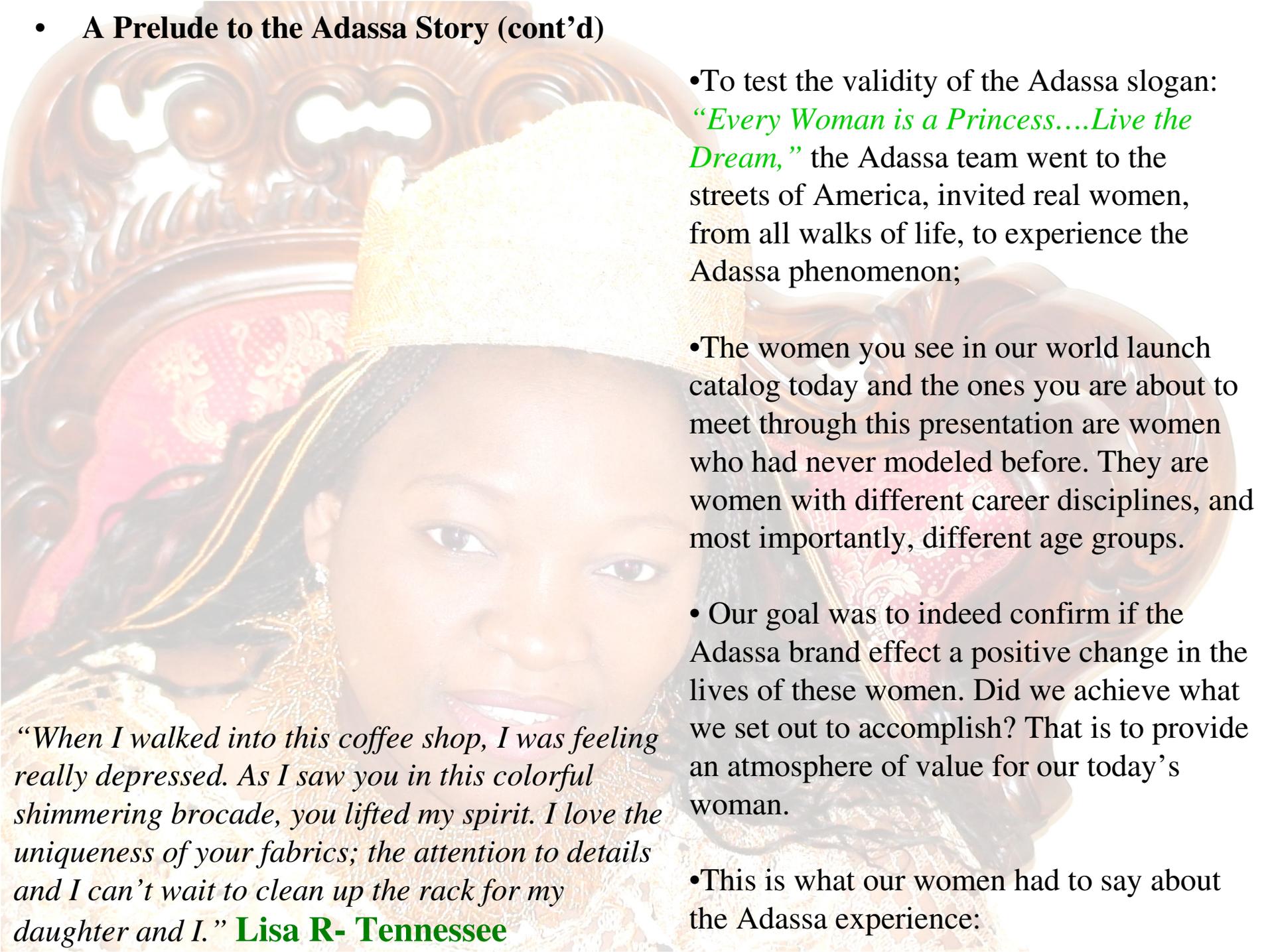
- What you are about to experience; feel in the fabrics, see and hear is not an "ethnic story" but an human story with a global appeal;

- The common thread amongst our everyday real women is the desire to be treated like a Princess; regardless of what our palace may look like, be it a one bedroom apartment or a mansion in Beverly Hills;

- Our insatiable thirst to want to be important; the unquenchable desire to be unique and special; the urge to have the capacity to be able to be all that we can be is reflected in women's universal

interest in a timeless and ageless classic: "*The Cinderella Story.*"





- **A Prelude to the Adassa Story (cont'd)**

- To test the validity of the Adassa slogan: *“Every Woman is a Princess....Live the Dream,”* the Adassa team went to the streets of America, invited real women, from all walks of life, to experience the Adassa phenomenon;

- The women you see in our world launch catalog today and the ones you are about to meet through this presentation are women who had never modeled before. They are women with different career disciplines, and most importantly, different age groups.

- Our goal was to indeed confirm if the Adassa brand effect a positive change in the lives of these women. Did we achieve what we set out to accomplish? That is to provide an atmosphere of value for our today’s woman.

- This is what our women had to say about the Adassa experience:

*“When I walked into this coffee shop, I was feeling really depressed. As I saw you in this colorful shimmering brocade, you lifted my spirit. I love the uniqueness of your fabrics; the attention to details and I can’t wait to clean up the rack for my daughter and I.”* **Lisa R- Tennessee**



- “Lounging in designs from Adassa has really impacted my life in a positive way; as I began to put these loungers on, I experienced a surge of confidence while striding with ease and extreme comfort. Not only that, I had the sense that I could do or be anything.
- Who would have thought that wearing any clothes would impact anyone in the way I have been affected by the Adassa Brand?

Looking at the mirror immediately after wearing one of the styles from “Her Majesty’s Wardrobe,” it took everything in me to hold back the tears during the photo shooting sessions.

- If this can happen to me; I know that women from all over the world would benefit from the philosophy behind the collection: *“Inspirations from a Royal Palace.”*
- It has been a great pleasure to be chosen to experience the Adassa phenomenon. It is my desire that every woman should experience it too”

**-Rachel Callaway, 1<sup>st</sup> time model: Islander**



“Before wearing Adassa, I felt intimidated just thinking about modeling; something I had never done before.

Ten minutes into this, I found myself soaring like an eagle. I essentially told Princess Fumi how pleasant it was to experience the high energy behind the brand.

I wanted all of the styles! I can certainly see myself entertaining in my home in this luxurious lounge set. Wow, I truly believe I can fly!

I can't wait to fill my wardrobe with the Adassa experience.”

**Linda Paek- Korean**

I was so excited to wear a style from the Adassa collection when called upon to do so. Indeed, I felt like royalty.

Every Woman should have the opportunity to live like a princess and the Adassa Brand help them do just that.

The Adassa Brand allows you to start your day in elegant clothes and end that day in pure sophistication.

As a woman over 40, I want to wear lounge wears that make me feel good and not make me look older than what I am.

The Adassa Brand does a great job with making women feel elegant and young.

**Yolanda Shields- A Native Tennessean**



“Give me elegance, poise and luxury; you’ve got Adassa. This brand definitely suits my lifestyle as a single, on the go gal.

At my initial photo shooting, I had no clue what to do. As time went by, I found myself just moving to the rhythm of the styles.

This is what the Adassa brand does; it helps you to do the impossible. You reach for the skies. The colors warm your heart. When wearing the “Brash & Sassy collection” it takes you to that place where you walk with such excitement and confidence.

This coming January, I will be traveling with Princess Fumi to Africa to experience the amazing story at the Royal palace in Africa. I can’t wait!”

**-Lindsay Daly, A Native of Ohio  
Caucasian**



“As a wife or a mother, you are always on the go. You get caught up in family affairs that you often forget that there is a Princess in you.

Wearing this piece of Adassa’s “Brash & Sassy Collection” gave me the permission to spring forth with clean elegance and sheer sophistication.

I never imagined that I would look and feel this way just wearing something. You truly can experience the heart of this collection.

There is a difference between being sexy and being alluring. The Adassa collection makes you alluring, and like Princess Fumi always says, it gives you the extra “umph” you need to make it through the day.

It was a privilege to be chosen to experience this phenomenon called Adassa.”

**Johanna .M. - Hispanic**



## What People Are Saying About Princess Fumi's Exclusive Collection:

### The Adassa Philosophy:

While not everyone will end up in a royal palace; the Adassa™ philosophy is that no matter where your palace is; be it a one bedroom, or a studio or even a palace as in the case of the matriarch, Princess Remi; there is always hope and women deserve the best.—Princess Fumi

"Her designs *"Inspirations from the Royal Palace"* combine great workmanship with unique stories emanating from the royal palace."

"Though Princess Fumi is from a royal family, she is not afraid to pull up her sleeves and work. Adassa, Inc. and her subsidiaries are built from scratch! Her secret is understanding and truly knowing what women need, want and desire. "

"Princess Fumi Ogunleye continues to have an innovator's eye as she is the very first to design at-home / day wear inclusive of all women with unique inspirations from a royal dynasty, and the recent coronation of the King of Emure Ekiti, a Yoruba tribe in West Africa."

"The ultimate goal of Princess Fumi is to dress women inside out. That is, helping women to release the princess in them. This is the foundation of ADASSA, and what will make it a success."

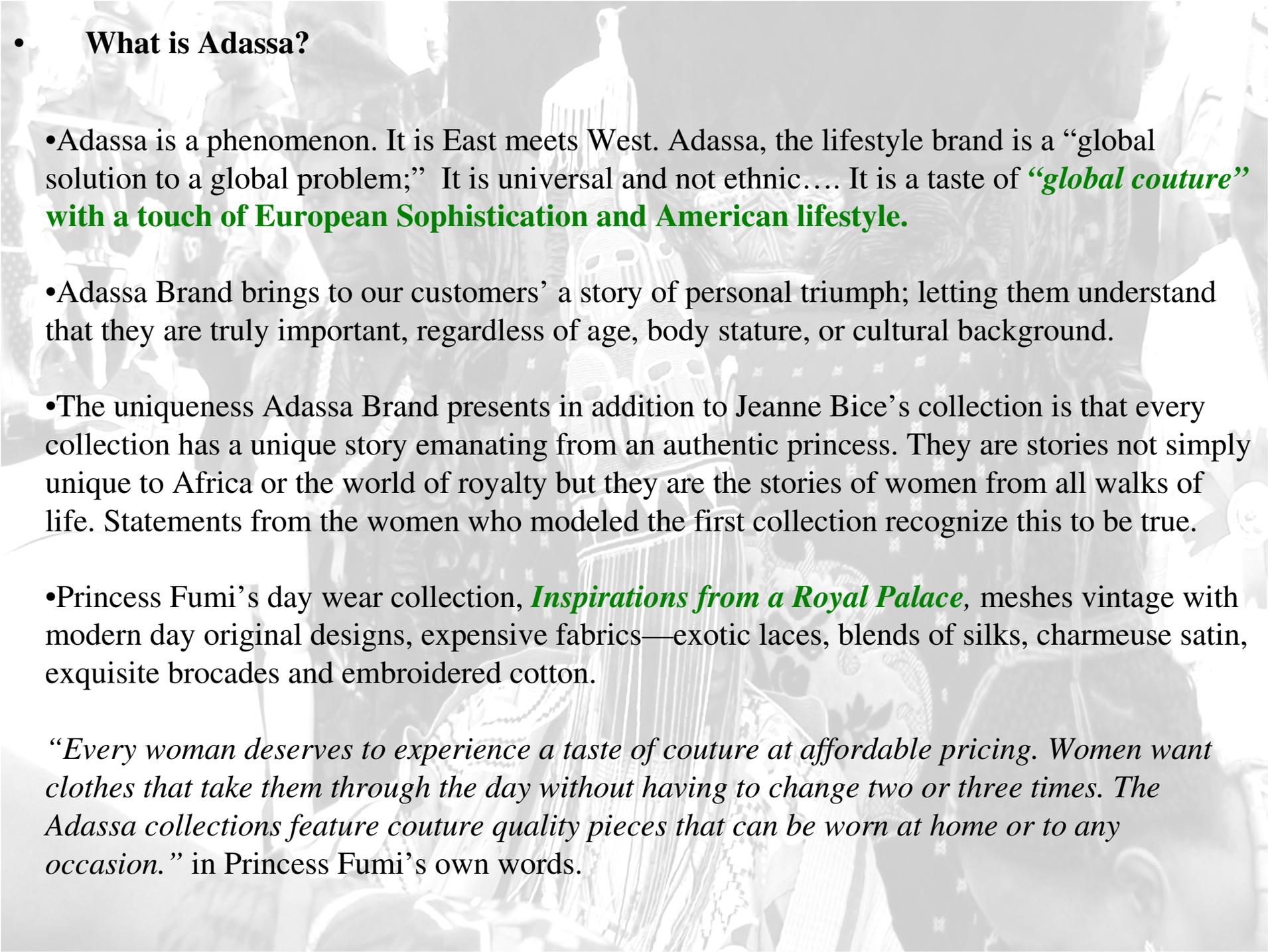
"Whether Princess Fumi is drawing sketches of beautiful garments, slippers & jewelry, or caring for the sick or serving her people, Princess Fumi Ogunleye Hancock has one goal in her life: to make women look and feel like royalty by transforming and elevating their lives through fashion and service."

"The uniqueness of her lounge wear collection is that it caters to women's need to feel and be luxurious, elegant, youthful, edgy and alluring. More importantly, these lounge wear collection carries a woman from the morning to night time with ease, comfort and "pizzazz." Her signature collection caters to the woman who appreciates life, its quality and wants a taste of luxury. The styles, each with its own personality and price range are designed to be worn at home and outside of the home."



- After 23 years of absence from her community in Africa; Princess Fumi returned to attend her cousin's historic coronation.
- Her trip back to Africa this year was exhilarating and restorative yet extremely meaningful. It was touching to see those she had left behind rally around her and restore her to her royal roots yet challenging to see relics of broken down school buildings an imposter king had left behind for her family to clean up after his 10 year tumultuous reign!
- With this experience under her belt, Princess Fumi came back to her second home in the US, equipped with images of colorful fabrics; vibrant styles that are relevant to today's woman; hence the creation of her very first collection: *"Inspirations from a Royal Palace."*
- Princess Fumi has one goal in her life: to make women look and feel like royalty by transforming and elevating their lives through fashion and service." This passion is reflected in her collections and her determination to ensure that a portion of the proceeds fund the cause to help eradicate poverty amongst women and children in Africa.





- **What is Adassa?**

- Adassa is a phenomenon. It is East meets West. Adassa, the lifestyle brand is a “global solution to a global problem;” It is universal and not ethnic.... It is a taste of **“global couture” with a touch of European Sophistication and American lifestyle.**

- Adassa Brand brings to our customers’ a story of personal triumph; letting them understand that they are truly important, regardless of age, body stature, or cultural background.

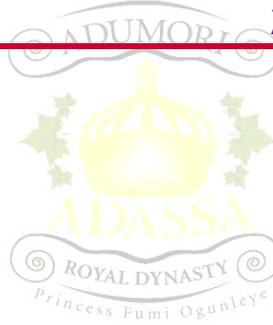
- The uniqueness Adassa Brand presents in addition to Jeanne Bice’s collection is that every collection has a unique story emanating from an authentic princess. They are stories not simply unique to Africa or the world of royalty but they are the stories of women from all walks of life. Statements from the women who modeled the first collection recognize this to be true.

- Princess Fumi’s day wear collection, ***Inspirations from a Royal Palace***, meshes vintage with modern day original designs, expensive fabrics—exotic laces, blends of silks, charmeuse satin, exquisite brocades and embroidered cotton.

*“Every woman deserves to experience a taste of couture at affordable pricing. Women want clothes that take them through the day without having to change two or three times. The Adassa collections feature couture quality pieces that can be worn at home or to any occasion.”* in Princess Fumi’s own words.

Emure Kingdom—Nigeria—Africa:

The Adumori Ruling House Family Tree



King Adumori Ogunragaboja I  
1780—1845



King Akepeola Aminmin I  
1846—1850



King Ogunsusi Airotutu Aroloye  
1854—1901



King Alaiyeluwa Fagbemi Owoso  
1902—1907



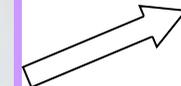
King Alaiyeluwa Ayibiowu Atobatele  
1908—1923



King Alaiyeluwa Arosoye  
1924—1930



King Alaiyeluwa Ogunleye, King Odundun II  
1931—1952—My Grandfather



King Peter Adebayo Aminmin II  
1953—1963



King Taiwo Ogunleye Odundun III  
1965—1974



Present King & Queen of Emure Kingdom:  
Oba Emmanuel Adebayo , Aminmin III  
Princess Fumi's Cousin  
Coronation: February 2008



Princess Fumi Ogunleye Hancock  
President of Adassa, Inc.



Prince Ademola & Princess Remi Ogunleye  
My parents

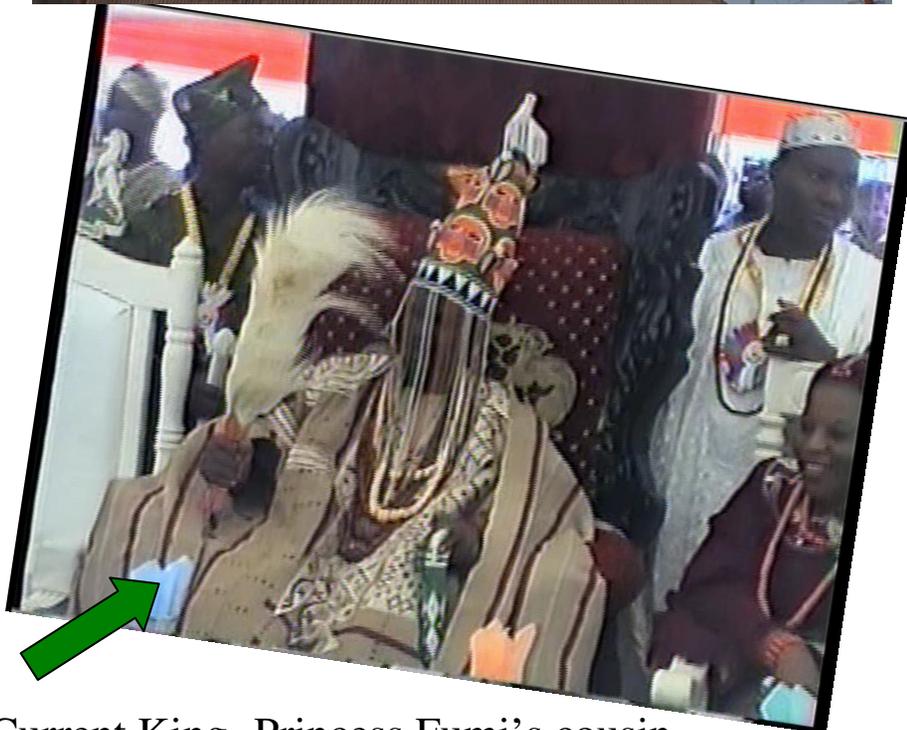


EVERY WOMAN IS A PRINCESS... LIVE THE DREAM™

Pictures from the Coronation



Emure Kingdom Palace



Current King- Princess Fumi's cousin



Princess Fumi

I am very honored and excited to present the Adassa Exclusive Collection, *"Inspirations from a Royal Palace."*

•What is the Adassa Phenomenon Again?

**ADASSA** is the lifestyle brand for the single gal who desires to live her best life.

**ADASSA** is the style of the diva who wants to look and feel like royalty.

**ADASSA** is the 'pick me up' dress for the full-time mom who barely has time for herself.

**ADASSA** is the confident look of the home-based businesswoman who juggles work and entertaining dinner guests.

**ADASSA** is ageless, elegant & sophisticated.

**ADASSA** is inspiration for every woman.



Lounge Wear

Resort Wear

Jewelry

Day Wear

# INSPIRATIONS FROM A ROYAL PALACE

## Exclusive Collection 2009 Preview

Robes / Gowns

Capes/ Ponchos / Hats/ Scarves

**"Her Majesty's Wardrobe"**  
Luxurious Kaftans/ gowns made in expensive chiffons and satins. Designed in every color under the sun.

**Her Majesty's wardrobe** is inspired by her mother, who always wore elegant loungewear at home in her royal haven, whether she was enjoying a peaceful afternoon with her family or hosting dinner guests.

The **Adassa™ Brand** introduces a collection of luxurious lounge– day wear inclusive of all womens body types. Not only will women feel comfortable when wearing our lounge wear or daywear, the inspirational stories behind this luxurious collection will bring a smile, confidence, high self-esteem, self-pride & dignity; and a hope for new and brighter beginnings.

**"Splice of Life"**  
Elegant dresses in rainbow colors, for the woman who knows what she wants and who is not afraid to wear it.

**"Brash & Sassy"**  
Egdy, Youthful, Elegance at its' best. Exotic collection for the woman who dares to dream

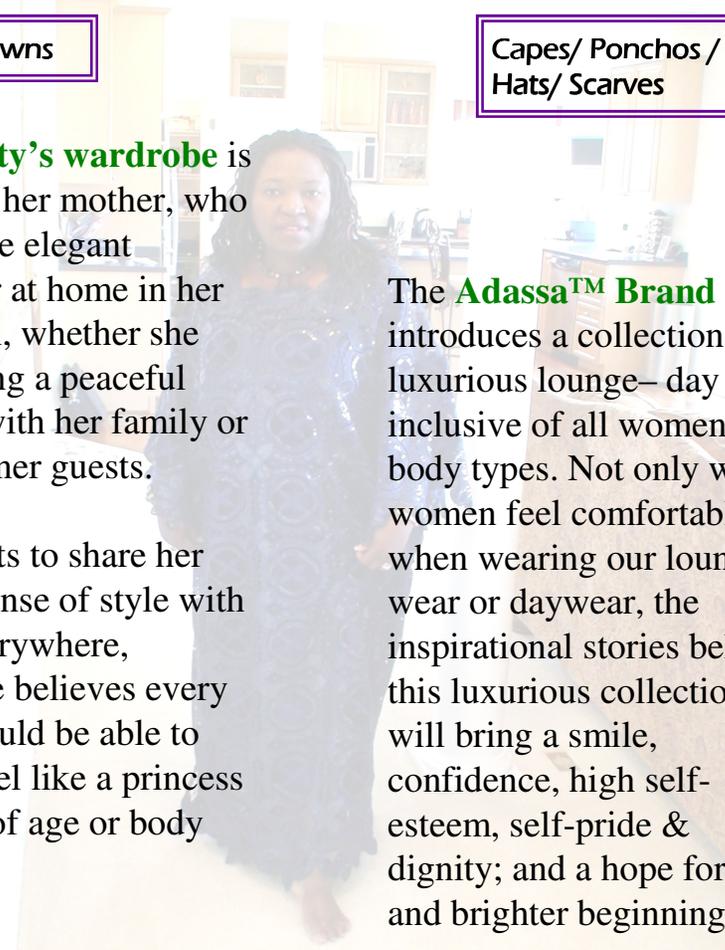
\*Fumi wants to share her mother's sense of style with women everywhere, because she believes every woman should be able to look and feel like a princess regardless of age or body stature.

**Lacy Days**  
Exquisite designs made in exotic laces from around the world. Shouts out the princess in you.

**Princess Heirlooms**  
Designs -replica of jewelry heirlooms designed exclusively for Princess Fumi

**Divine Clutches & Slippers**  
"Paint the town red" in slippers & clutches fit only for a princess.

**Princess' Exquisites**  
Dress like a princess that you are. Designs made from beautiful brocades. The kind of designs you long for daily.





Adassa is not a  
product but a  
lifestyle brand,  
empowering  
women from all  
walks of life to live  
their best life.

The story continues at: <http://www.adassabrand.com>

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