SETTLEMENT AGREEMENT

This Settlement Agreement (Agreement) is entered into by and between the California Air Resources Board (ARB), with its principal office at 1001 I Street, Sacramento, California, and Lotta Luv LLC(Lotta Luv) with its principal place of business at 9 East 37th Street, New York, New York.

RECITALS

1. ARB alleges that between 2008 and 2010, Lotta Luv sold, supplied, and offered for sale in California 239,515 units of Hanna Montana Hair Gel with Glitter products subject to the volatile organic compound (VOC) limit for "Hair Styling Product" category in Title 17, California Code of Regulations (CCR), section 94509(a).

2. ARB alleges that the Hanna Montana Hair Gel with Glitter products referenced in recital paragraph 1, contained concentrations of VOCs exceeding the 2 percent VOC limit for "Hair Styling Product – all other forms" specified in Title17, CCR, section 94509(a).

3. ARB alleges that Lotta Luv did not file an explanation of the product dating codes with the ARB's Executive Officer prior to selling the products referenced in recital paragraph as specified in title 17, CCR, section 94512(c).

4. ARB alleges that if the allegations described in recital paragraphs 1, 2, and 3 were proven, civil penalties could be imposed against Lotta Luv as provided in Health and Safety Code Sections 42402 et seq. for each and every unit involved in the violations.

5. Lotta Luv admits the allegations described in recital paragraphs 1, 2, and 3, but denies any liabilities from said allegations.

6. The parties agree to resolve this matter completely by means of this Agreement, without the need for formal litigation.

Therefore, the parties agree as follows:

TERMS AND CONDITIONS

1. Lotta Luv shall not sell, supply, offer for sale for use in California any consumer products in violation of ARB Consumer Products Regulations set forth in Title 17, CCR, Section 94500 et seq. however, the terms and conditions set forth in this agreement will remain valid and enforceable notwithstanding any future violations that may occur.

2. Lotta Luv in settlement of the above-described violations of Title17, CCR, section 94509(a) and 94512(b) agrees to pay a penalty to ARB in the amount of $7,200

payable to the California Air Pollution Control Fund, concurrent with the execution of this Agreement.

3. This settlement shall apply to and be binding upon Lotta Luv and its officers, directors, receivers, trustees, employees, successors and assignees, subsidiary and parent corporations and upon ARB and any successor agency that may have responsibility for and jurisdiction over the subject matter of this settlement.

4. The parties stipulate that this Agreement shall be the final resolution of ARB claims regarding the above-described violations and shall have the same res judicata effect as a judgment in terms of acting as bar to any civil action by ARB against Lotta Luv, its officers, directors, receivers, trustees, employees, successors and assignees, subsidiary and parent corporations. This Agreement shall be deemed the recovery of civil penalties for purposes of precluding subsequent criminal action as provided in Health and Safety Code section 42400.7(a).

5. This Agreement shall be interpreted and enforced in accordance with the laws of the State of California, without regard to California's choice of law rules.

6. This Agreement constitutes the entire agreement and understanding between ARB and Lotta Luv concerning the claims and settlement in this Agreement, and this Agreement fully supersedes and replaces any and all prior negotiations and agreement of any kind or nature, whether written or oral, between ARB and Lotta Luv concerning these claims.

7. No agreement to modify, amend, extend, supersede, terminate, or discharge this Agreement, or any portion thereof, shall be valid or enforceable unless it is in writing and signed by all parties to this Agreement.

8. Each of the undersigned represents and warrants that he or she has full power and authority to enter into this Agreement.

9. **SB 1402 Statement**. California Health and Safety Code (HSC) section 39619.7 (Senate Bill 1402 - Dutton, Chapter 413, statutes of 2010) requires ARB to provide information on the basis for the penalties it seeks. This Settlement Agreement includes this information, which is also summarized here.

   The provision of law the penalty is being assessed under and why that provision is most appropriate for that violation.

   The penalty provision being applied is this case is HSC section 42402, et seq. because Lotta Luv sold, supplied, offered for sale, or manufactured for sale consumer products for commerce in California in violation of the Consumer Products Regulations (Title 17 California Code of Regulations (CCR) section 94507, et seq.). The penalty provisions of HSC section 42402, et seq. apply to

violations of the Consumer Products Regulations because the regulations were adopted under authority of HSC section 41712 which is in Part 4 of Division 26 of the Health and Safety Code. The penalty provisions of HSC section 42402, et seq. apply to requirements adopted pursuant to Part 4.

The manner in which the penalty amount was determined, including aggravating and mitigating factors and per unit or per vehicle basis for the penalty.

Penalties must be set at levels sufficient to discourage violations. ARB considered all relevant circumstances in determining penalties, including the eight factors specified in HSC section 42403.

Under HSC section 42402, et seq. the penalties for strict liability violations of the Consumer Product Regulations are a maximum of $1,000 per day of violation, with each day being a separate violation. In cases like this involving unintentional first time violations of the Consumer Products Regulations, the ARB has sought and obtained penalties of approximately $17,000 per ton of excess emissions of volatile organic compounds attributable to the violation. This represents an average cost to retire a ton of volatile organic compound emission credits and reformulate a product to comply with the Consumer Product Regulations. In addition, the ARB has in other similar cases sought and obtained further penalties for procedural violations. In this case the total penalty is $7,200 and there were 0.23 tons of excess VOC attributable to the violation. The final penalty amounted to 17,000 per ton plus additional penalties for the product dating procedural violations and for investigative costs. The final amount was reduced in this case because Lotta Luv cooperated with the investigation. Penalties in future cases might be higher or larger on a per unit basis.

Is the penalty being assessed under a provision of law that prohibits the emission of pollution at a specified level, and, if so a quantification of the excess emissions, if it is practicable to do so.

The Consumer Product Regulations do not prohibit emissions above a specific level, but they do limit the concentration of VOCs in regulated products. In this case a quantification of the excess emissions attributable to the violations was practicable because Lotta Luv made the product formulation and sales data necessary to make this quantification available to the ARB. Based upon this information (which Lotta Luv has designated as confidential), the violations were calculated to have caused the 0.23 tons of excess emissions of volatile organic compounds to be emitted to the atmosphere in California.

10. Lotta Luv acknowledges that ARB has complied with SB1402 in investigating and settling this case. Specifically, ARB has considered all relevant facts, including those listed at HSC section 42403, has explained the manner in which the penalty amount was calculated, has identified the provision of law under

which the penalty amount is being assessed and had considered and determined that while this penalty is not being assessed a provision of law that prohibits the emission of pollutants at a specified level, it is practicable for ARB to quantify the excess emissions from the alleged violations, has done so and has included this information in this Settlement Agreement.

11. Final penalties were determined based on the unique circumstances of this matter, considered together with the need to remove any economic benefit from noncompliance the goal of deterring future violations and obtaining swift compliance, the consideration of past penalties in similar negotiated cases, and the potential costs and risk associated with litigating these particular violations. The penalty reflects violations extending over a number of days resulting in quantifiable harm to the environment considered together with the complete circumstances of this case listed above. The penalty was discounted in this matter based on the factors described above. Penalties in future cases might be smaller or larger on a per ton basis.

12. The final penalty in this case was based in part on confidential business information provided by Lotta Luv that is not retained by ARB in the ordinary course of business. The penalty in this case was also based on confidential settlement communications between ARB and Lotta Luv that ARB does not retain in the ordinary course of business either. The penalty also, reflects ARB's assessment of the relative strength of its case against Lotta Luv, the desire to avoid the uncertainty, burden and expense of litigation, obtain swift compliance with the law and remove any unfair advantage that Lotta Luv may have secured from its actions.

CALIFORNIA AIR RESOURCES BOARD

Dated: 5/31/12

By: _____
James R. Ryden, Chief
Enforcement Division

LOTTA LUV LLC

Dated: 5/29/12

By: _____
Steph Fogelson, President