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Holli Westby Joins Atlantic Coast Media Group to Lead Retail Team

The industry expert leaves P&G Prestige for high-end beauty marketer

Jersey City, NJ – February 9, 2011 – Holli Westby has joined Atlantic Coast Media Group (ACMG) -- a leader and entrepreneur in multi-channel marketing for luxury skincare brands -- as Vice President of Retail Sales.

Leaving her role as Vice President of Sales for P&G Prestige, Westby is assuming a new position within ACMG. Under her guidance, the distribution channels of the ACMG brand will be expanded into retail sales – a new arena for the personal care marketer of the brands Hydroxatone®, Luminique®, Keranique® and D.N.A.®

As a seasoned executive, Westby led Macy's to become one of P&G Prestige's largest global customers. She is a natural seller, one with a track record of proven success at houses such as P&G, YSL Beaute, Parfums Givenchy and Christian Dior.

Co-founder and CEO Andrew Surwilo affirms that, "Holli is an expert in bringing prestige brands to the marketplace and is a perfect complement to ACMG."

Westby recognized an opportunity for strategic growth within the foundation of ACMG. "What attracted me was the opportunity to help this dynamic organization into a new distribution channel. This model is the game-changing big idea for how brands will be launched in the future. There should be no limit to the retail reach of our prestige brands," she says.

"We are elated that Ms. Westby is joining our team," comments co-founder and CEO Thomas Shipley.

About ACMG:

Atlantic Coast Media Group was started by Andrew Surwilo and Thomas Shipley in Richmond, Virginia in 2005 to create and market efficacious skin-care brands for today's working women. The result is their flagship beauty brand, Hydroxatone®, the fastest growing luxury skin-care brand in the country. ACMG moved to New Jersey in 2006 and launched several other products and brands such as Hydrolyze®, Lashatone® and the ultra high-end D.N.A.® line.

Surwilo and Shipley were recently named a finalist of Ernst & Young's 2010 Entrepreneur of the Year. As a result of the phenomenal growth of the company, Atlantic Coast Media Group is a member of the 2010 Inc. 500, Inc. Magazine's list of America's fastest growing companies.

ACMG focuses on being a responsible, reliable corporate citizen with multiple initiatives benefitting national charities and the local community.

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