

For Immediate Release

Stephanie Okereke is the new Brand Ambassador for Kanekalon hair in Nigeria

Lagos, Nigeria— Kaneka Corporation of Japan, maker of renowned hair fibre, Kanekalon, has signed an endorsement deal with Nollywood's A-list actress, Stephanie Okereke, as its brand ambassador in Nigeria.

The endorsement will see the award winning actress promoting the company's product and participating in the marketing campaigns which include Kanekalon's Brand Building campaign, Kanekalon 'Salon Storm' Activation, Kanekalon 'Night of a Thousand Braids' event and other brand promotional activities.

Stephanie will be the major face of Kanekalon in Nigeria, visiting some selected salons (VIP Beauty Centre, Cynosures Salon, dsalon Downtown and Salon d'eve) in Lagos during the Kanekalon 'Salon Storm' project, towards educating consumers and hairstylists on the benefits of the brand. Her presence in Kanekalon Salon Storm print adverts, currently running in the media is unique and distinct. She is an ideal fit for the brand.

Stephanie has just concluded Kanekalon's brand building television commercial that is engaging and effective, the 100% Kanekalon way with her hairstyles showing sophistication, class and glam on television screens. She will also be the star celebrity at the Kanekalon annual party designed to thank its customers for their patronage, coming up in November this year.

Speaking on the endorsement deal, Hideaki Nakamura, Manager Marketing Kanekalon Division for Kaneka Corporation, noted that the agreement between Kaneka and Stephanie was an indication of the Company's commitment to expand business interests in Nigeria. According to him, "In line with Kaneka Corporation's corporate philosophy and strategic direction to promote the beauty of the African woman through the provision of high quality hair products, Kaneka desires to play a more prominent role in the economy by investing more in the Nigerian market." Hideaki Nakamura further stated that "the deal with Stephanie is consistent with Kaneka's policy of using the best talents everywhere the company has presence, to promote our product and Stephanie came highly recommended in this area."

In reaction, Stephanie promised to deliver on the confidence reposed in her, not just as a star actress but one that would preserve the African heritage.

"The African woman is legendary for her beauty and her strength, her style and grace; she is an epitome of beauty, and unmatched quality and a style icon. All this I hope to promote as Kanekalon ambassador."- Stephanie Okereke

The endorsement is coming on the heels of the successes recorded by Kaneka in Nigeria in 2010 which include the 'Braids Parade', an initiative celebrating Nigeria's 50th Independence Anniversary through a hair competition; the 'Night of 1000 Braids', A Kanekalon braids event designed to thank its customers for their patronage during the year.

About Stephanie

A-List Nollywood Actress, Stephanie Okereke's tenacity, wit, intelligence, grace and natural acting abilities have earned her a reputation as Africa's foremost actress, especially in Nollywood, now reputed to being the third largest film industry in the world. Stephanie Okereke came into the Nollywood scene in 1997. After graduating from the University of Calabar, her thirst for an acting career propelled her into Nollywood full-time. In 2002, she became a household name in Nigeria for her sterling performance in the movie Emotional Crack, which earned eight awards and was screened in 2004 at the African Film Festival in New York. Stephanie Okereke went on to win the 2003 Reel Awards for Best Actress English and Best Actress of the year. Since Emotional Crack, Stephanie has never looked back, starring in over 100 films so far. In 2006, she won the Afro-Hollywood Award, and the Film Makers USA Award for Excellence, followed by the Miriam Makeba Award for Excellence in 2007, and the Beyond the Tears Humanitarian Award in 2008 for her work against rape and Vesico Vaginal Fistula (VVF).

Stephanie Okereke is continually building her brand in the movie industry. A graduate of the New York Film Academy, Stephanie has expanded her title to include director, producer and writer with the introduction of her latest movie: Through the Glass which premiered at the Silver Screen Theater of the Pacific Design Center on October 18th 2008 in Hollywood, California, and premiered across theaters in Nigeria on September 16th 2009 to record topping viewings and now at the Cannes Festival. In 2010 Stephanie joined 7 exceptional women including Hollywood A-list star Meryl Streep on stage for the play SEVEN. The play was introduced by Secretary of State Hillary Clinton.

About Kanekalon

Kanekalon is the world's finest fibre used to produce high quality braids, beautiful wigs, weave-ons and hair extensions, cherished by women globally and thus enjoys the position of being the leading & dominant raw material in Nigeria and worldwide. Kanekalon has a truly stunning effect on women. Take for example, Kanekalon braids. They are suitable for all types of braiding from dreads, thick braids to the finest braids that can be fit to desired length and braid styles, giving you a true resemblance of natural hair. The tips of 100% Kanekalon braids can be sealed when dipped in hot water as it is hot water friendly which makes it respond positively to desired hair style and it can also be curled or left with no seal. Moreover, it is soft to touch thus tender to the fingers when braiding. This makes braiding faster and smoother.

For more information on Stephanie Okereke, press materials can be requested at info@icypr.com or visit www.stephanieokereke.NET.