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FOR IMMEDIATE RELEASE

**BIDEAWEE TO RECEIVE CHARITABLE DONATION
FROM LIME CRIME MAKEUP**

- Lime Crime Sales In March 2010 To Help Benefit Bideawee -

New York, New York, February 4, 2010 --- Bideawee, Inc., a leading pet adoption and animal welfare organization serving metropolitan New York and Long Island communities, has announced that Lime Crime Makeup will provide a charitable donation to Bideawee based on a portion of the company's March 2010 sales volume.

Lime Crime Makeup, a New York-based company, was created to offer a cruelty-free line of ready-to-wear face cosmetics in 2008 by Doe Deere, a noted makeup professional and style icon. Lime Crime Makeup features a product line of highly vivid, daring, vegan eye shadows and lipsticks. A percentage of online sales for purchases during the period of March 1, to March 31, 2010 will be donated directly to Bideawee.

“We are always heartened by generous corporate entities that develop new, innovative charitable initiatives to help Bideawee with much needed financial support,” said Nancy Taylor, President & CEO of Bideawee. “Lime Crime’s donation will help us to continue providing medical attention and compassion to the hundreds of abandoned pets and rescued dogs and cats residing in our shelters.”

In making the announcement for Lime Crime Makeup, Ms Deere stated that “as a lifelong animal lover, I wanted to do a little more to help out our furry friends and our first charity of choice was Bideawee, where my own kitty was treated and I have donated to and supported throughout the years”

About Bideawee

Bideawee, which means “stay awhile” in Scottish, is one of the country’s oldest and most respected pet adoption and animal welfare organizations. Founded in 1903 by Mrs. Flora Kibbe, Bideawee has been providing shelter, care and compassion to homeless animals for over 100 years.

Bideawee’s mission is to promote and support safe, loving, long-term relationships between individuals and companion animals by providing a continuum of services and programs that are innovative, personalized and of the highest quality.

Bideawee is a not-for-profit 501(c) 3 animal welfare organization and 100% of Bideawee’s funding comes from private sources. For more information visit:
www.bideawee.org

About Lime Crime Makeup

Lime Crime Makeup offers a distinctive, intensely colorful line of dare-to-wear cosmetics that are vivid, quirky, whimsical and, most importantly, animal-friendly. The cutting-edge featured products include vegan eye shadows and lipsticks available online, and in selected retail stores in the U.S. and U.K in 2010. For more information, visit:
www.limecrimemakeup.com

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