

February 28, 2007



## **CCA Industries, Inc. Announces Fourth Quarter and Year End Results and Agreement In Principle For Sale Of Company**

EAST RUTHERFORD, N.J., Feb. 28 /PRNewswire-FirstCall/ -- CCA Industries, Inc. (Amex: CAW) announced today that the fourth quarter revenues for the quarter ended November 30, 2006 were \$14,392,947. Net income was \$900,889. Earnings per share were \$0.13 per share fully diluted. Revenues for the fourth quarter ended November 30, 2005 were \$14,330,098. Net income was \$1,480,861 and earnings per share were \$0.20 fully diluted.

Revenues for the fiscal year ended November 30, 2006 were \$64,100,023. Net income was \$5,604,251 and earnings per share were \$0.79 fully diluted. Revenues in fiscal 2005 were \$61,754,243. Net income was \$3,785,502, and earnings per share were \$0.52 per share fully diluted.

On November 1, 2006 the Company entered into a letter of intent with Dubilier & Company relating to a proposed acquisition of the Company by Dubilier. The Company and Dubilier have reached an agreement in principle on a transaction pursuant to which Dubilier will acquire all of the outstanding common stock and Class A common stock of the Company at a price per share of \$12.25. The transaction is subject to, among other matters, the execution and delivery of a definitive merger agreement, approval of the transaction by CCA's board of directors and shareholders, receipt of an opinion from an independent investment banking firm to the effect that the consideration to be paid by Dubilier is fair, from a financial point of view, to the public holders of the Company's common stock, and Dubilier's ability to obtain financing for the transaction.

CCA Industries, Inc. manufactures and markets health and beauty aids, each under its individual brand name. The products include, principally, "Plus+White" toothpastes and teeth whiteners, "Sudden Change" anti-aging skin care products and "Scar Zone," "Nutra Nail" nail growth treatments, "Mega-T" Green Tea diet aids, "Mega-T" chewing gum, "Mega-G" diet aids, "Pound-Ex" dietary supplements, "Hair Off" hair removal and depilatories, "Bikini Zone" medicated creme and gel for the bikini area, "Solar Sense" sun protection products, and "Cherry Vanilla" Perfume.

Statements contained in the news release that are not historical facts are forward looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. Such forward-looking statements are subject to risks and uncertainties, which would cause actual results to differ materially from estimated results. Such risks and uncertainties are detailed in the Company's filings with the Securities and Exchange Commission.

CCA Industries, Inc.

| Quarter to November 30                        | 2006         | 2005         |
|-----------------------------------------------|--------------|--------------|
| Revenues                                      | \$14,392,947 | \$14,330,098 |
| Net Income                                    | 900,889      | 1,480,850    |
| Earnings per share - Basic                    | \$.13        | \$.21        |
| Earnings per share - Diluted                  | \$.13        | \$.20        |
| FYE November 30                               |              |              |
| Revenues                                      | \$64,100,023 | \$61,754,243 |
| Net Income                                    | 5,604,251    | 3,785,502    |
| Earnings per share - Basic                    | \$.80        | \$.53        |
| Weighted Average Shares Outstanding - Basic   | 7,034,276    | 7,145,297    |
| Earnings per share - Diluted                  | \$.79        | \$.52        |
| Weighted Average Shares Outstanding - Diluted | 7,133,332    | 7,317,994    |

SOURCE CCA Industries, Inc.