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# CCA Industries, Inc. Declares $0.07 Per Share Dividend for the First Quarter 2010

EAST RUTHERFORD, N.J., Dec. 21 /PRNewswire-FirstCall/ -- CCA Industries, Inc. (NYSE Amex: CAW), announced today that its Board of Directors declared a $0.07 cash dividend for the first quarter of 2010, its 23rd consecutive dividend, payable to all shareholders of record as of February 1, 2010, and payable on March 1, 2010.

"Despite the uncertainty of the economy the Company had a very good year. Preliminary results indicate net sales and profits were up. Definitive year end results will be filed with our 10K in February 2010," stated Dunnan Edell, President of CCA Industries, Inc. "We look forward to an even better 2010 fiscal year."

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, "Mega-T" Green Tea diet supplements, "Mega-T" Green Tea gum and mint products, "Bikini Zone," medicated topical and shave gels, "Nutra Nail" nail care treatments, "Scar Zone" scar treatment products, "Sudden Change" anti-aging skin care products, "Parfume de Vanille" fragrances, "Solar Sense" sun protection products, "Hair Off" hair removal and depilatory products, "Wash 'N Curl" shampoos and conditioners and Pain Bust RII an analgesic product.

**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 are detailed in the Company's filings with the Securities and Exchange Commission.**

SOURCE CCA Industries, Inc.