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**FOR IMMEDIATE RELEASE**

**CCA INDUSTRIES, INC. DECLARES QUARTERLY DIVIDEND INCREASE FOR  
FIRST QUARTER FISCAL 2008**

**East Rutherford, NJ, December 5, 2007: CCA Industries, Inc. (AMEX - CAW) announced today that the board of directors declared an 11% increase in the dividend from \$0.09 to \$0.10 per share for the first quarter ending February 28, 2008 payable to shareholders of record February 1, 2008, payable on March 1, 2008.**

**“Despite the distractions the Company overcame from the abated acquisition, this year was successful. We ended the year with cash and marketable securities of \$19.1 million. Definitive year end results will be filed in February 2008. With the introduction of a very creative new line of products, we are extremely optimistic for a very profitable new year,” stated Dunnan Edell, president of CCA Industries, Inc.**

**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 topicals 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, and “Wash 'N Curl” shampoos and conditioners.**

**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.**