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**FOR IMMEDIATE RELEASE**

**CCA INDUSTRIES, INC. ANNOUNCES THE NOMINATION OF SETH W. HAMOT AS DIRECTOR**

**East Rutherford, NJ, May 29, 2007: CCA Industries, Inc. (AMEX - CAW) today announced that its Board of Directors has invited Seth Hamot to stand for election as a director of the Company. The Board is recommending Mr. Hamot as a candidate for election by the holders of the Company's common stock, at the Company's upcoming annual meeting of the stockholders, to serve until the next annual meeting or until his successor is duly elected and qualified.**

**Mr. Hamot currently serves as Chairman of the Board of Bradley Pharmaceuticals, Inc. and is a member of that board's audit committee. Since 1997, Mr. Hamot has been the Managing Member of Roark, Rearden & Hamot Capital Management, LLC ("RRHCM") and the owner of its corporate predecessor, Roark Rearden and Hamot, Inc. RRHCM is the investment manager to Costa Brava Partnership III L.P. ("Costa Brava"), a private investment fund. Costa Brava is the largest holder of CCA Industries' common stock. Prior to 1997, Mr. Hamot was one of the partners of the Actionvest entities. Mr. Hamot graduated with a degree in Economics from Princeton University**

**"We are pleased to recommend Seth's election as a director," said David Edell, Co-Founder and Chief Executive Officer of CCA. "If elected, Seth will bring a wealth of experience and knowledge to the Board as we continue to strive to deliver maximum value to our shareholders."**

**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, "Cherry Vanilla" 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.**