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**FOR IMMEDIATE RELEASE**

**CCA INDUSTRIES, INC. SHARES TO BE LISTED ON AMERICAN STOCK EXCHANGE ON TUESDAY, MARCH 18, 2003.**

**East Rutherford, NJ, March 14, 2003: CCA Industries, Inc. (CAW) announced today that its shares will be listed on the American Stock Exchange on Tuesday, March 18, 2003. The new symbol will be "CAW."**

**CCA Industries, Inc., manufacturer of health and beauty aids and nutraceutical products, markets approximately 175 products each under its individual brand name. The products include, principally, "Plus+White" toothpastes and whiteners, "Sudden Change" skin care products, "Scar Zone" a scar diminishing cream, "Nutra Nail" nail treatments, "Mega 14" natural fiber diet aids, Mega-T Green Tea" diet aids, "Hair Off" mittens and depilatories, "Bikini Zone" medicated creme and gel for the bikini area, the "Solar Sense" line of sun care products, hair care products, and "Cherry Vanilla" fragrances.**

**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.**