



**SAMANTHA “SAMMI SWEETHEART” GIANCOLA
OF MTV’S “JERSEY SHORE”
GETS DANGEROUS WITH FANS AT
PLANET HOLLYWOOD TIMES SQUARE
AS SHE SIGNS BOTTLE OF HER PERFUME
“DANGEROUS”**

~ WEDNESDAY, JANUARY 11TH AT 5:00 PM ~

WHO: **Samantha “Sammi Sweetheart” Giancola** - - An original cast member of “**Jersey Shore**,” MTV’s highest-rated show ever, Sammi “Sweetheart” helped launch a cultural phenomenon and has been touted by many as the sexy, strong-headed “sweetest bitch you’ll ever meet.”

A Hazlet, NJ native, Sammi “Sweetheart” embodies all things Jersey: fun, passion and enthusiasm. Those close to her describe Sammi as sweet—with an edge—but she plays the role of heartbreaker in the MTV smash hit **Jersey Shore**, bringing her unique sense of playfulness to the booming reality TV landscape.

Dangerous Co. and Sammi “Sweetheart” team up to produce edgy and exciting fragrances to market to Millennials that do not follow the crowd. The first fragrance launched is called “**Dangerous**.” Described as “dangerously sweet” the fragrance is available in a 1.7oz spray and soon to follow will be a 10ml heart shaped bottle with roller-ball applicator. Look for this fragrance at Mandee Stores, <http://dangerousperfume.com>, and other fine retailers.

Dangerous Company is spearheaded by fragrance veteran Paul Morrison who brings over 20 years of perfume expertise with brands such as Calvin Klein. “Dangerous was designed to excite, energize and attract,” states Morrison, CEO of Dangerous Marketing Company. “Sammi Sweetheart does all of these things and we look forward to getting dangerous with Sammi.”

Season five of MTV’s “Jersey Shore” premieres on January 5, 2012 and returns the cast to the Jersey Shore.

WHAT: **Samantha “Sammi Sweetheart” Giancola** will be at **Planet Hollywood Times Square** to promote her new fragrance “**Dangerous**” and the 5th season of “**Jersey Shore**” with a perfume signing in the restaurant.

Bottles of “Dangerous” will be on sale to fans for \$21.

WHERE: Planet Hollywood Times Square - - 1540 Broadway (corner of 45th Street)

WHEN: Wednesday, January 11, 2012 at 5:00 pm

YOUR COVERAGE IS REQUESTED AT 4:45 PM

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