

NEWS RELEASE
For immediate release

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Editor note: Lisa Balsera and Jeffery Joyner are available for commentary; please contact them directly at abovementioned phone numbers and/or emails.

PEPSOM® Chooses the Joyner Sales Agency

DALLAS (January 3, 2007) – The Joyner Sales Agency proudly announces the launch of a fantastic new addition to the first aid category, PEPSON® SALT and PEPSON SPORTS® – The “New Generation of Epsom Salt”. PEPSON® is the new, exciting and refreshingly- enhanced version of traditional Epsom Salt. The Pepsom Group, Inc. of Miami, Florida was co-founded by John E. Brown III, a veteran of 36 years of retail experience with various consumer packaged goods enterprises. Mr. Brown, together with a partner, conceptualized and created this line following intensive research conducted both domestically and internationally. Based on both consumer and retailer input, PEPSON® is creating a new segment to the age-old product of Epsom Salt. This product has been a staple in many households, yet the product had not changed in 60 years. Epsom Salt is most often merchandised in the first aid section that sells millions of pounds per year. It is most commonly used as a soaking aid that, when dissolved in hot water, helps to relieve sore muscles and other injuries including bruises, strains, and muscle pulls. “We feel that the PEPSON® brand with the wintergreen, spearmint and peppermint formulations, will revolutionize the Epsom Salt first aid category by introducing refreshingly cooling blends to current and new consumers, including Sports athletes of all ages,” Brown notes.

PEPSON® SALT and PEPSON SPORTS® are the first to offer unique attributes never before seen in the category. PEPSON SPORTS® is the FIRST to be endorsed by the NBATA™ - National Basketball Athletic Trainers Association™ with NBATA™ logos prominently featured on the packaging; the FIRST National Brand enhanced Epsom Salt for the first aid category; the FIRST Epsom Salt specifically-formulated for Sports use; the FIRST Epsom Salt to have key endorsements from doctors and professional athletic associations; the FIRST Epsom Salt with 100% all-natural and refreshing enhancements and colors; and the FIRST Epsom Salt to have a National advertising/Sports-marketing campaign driving new users to the first-aid sections.

“We expect PEPSON® products to be widely- distributed at retail in the first quarter of 2008 due to the enthusiastic attention we are receiving during preliminary presentations. In fact, retailers from each trade class have already committed to distribution of this special product line,” states Jeffery Joyner, CEO & President of the Joyner Sales Agency. “While our preliminary research indicates that PEPSON® will be widely accepted by the traditional consumer of Epsom Salt, the research also overwhelmingly favors a new generation of consumer that will be introduced to the wonders of the new brand called ‘PEPSON®’,” he adds.

For more information about PEPSOM® or the Joyner Sales Agency, please contact Lisa Balsera, VP of Sales, at the Joyner Sales Agency at 813.877.7027 or email lisab@jjoynergorup.com.

Background:

The Joyner Sales Agency was founded on the belief that professional sales coupled with analytics expertise are mandatory to optimize human and financial productivity for retailers and manufacturers alike. JSA is extending the concept of “fact-based selling” by offering remarkable consultative value to retailers and manufacturers. The JSA team is unique in the marketplace and features professional sales executives with deep analytics experience. Their range of experience includes former Directors to CEO at major consumer packaged goods firms. The mission of JSA is to provide small to mid-size manufacturers a service they might not otherwise be able to afford, and larger manufacturers a high degree of focus against secondary brands. For more information about the Joyner Sales Agency, please contact Jeffery Joyner or Lisa Balsera at the numbers above.

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