



***Momints*, America’s Original and Boldest Liquid Filled Breath Mint,  
Announces Search for Brainy Spokesperson Who’s Able to Identify Contents  
of Momints**

**Yosha! Invites Intellectually Gifted Consumers to Apply at [www.momints.com](http://www.momints.com)**

**Westfield, NJ –February 18, 2005** – Siblings worldwide are in unanimous agreement that *Momints* is liquid, according to e-mails and letters received by Yosha! Enterprises, the manufacturer of *Momints*, the original liquid filled breath mint that was introduced to the American market in March 2003. While a Johnny-come-lately Goliath liquid mint brand features a series of confused celebrity siblings who are unable to discern liquid from ice, *Momints*, [www.momints.com](http://www.momints.com) the original liquid mint – and strongest on the market - has continually attracted intellectually gifted and sophisticated consumers who can differentiate solid bodies from liquid ones.

“*Momints* enthusiasts are an intellectually superior breed,” states Anthony Shurman, president of Yosha! Enterprises, the Westfield, NJ-based manufacturer of *Momints*. “It takes a higher intellect to recognize true product innovation, and *Momints*, as America’s first liquid filled breath mint, has continually attracted forward thinking and sophisticated people. As we don’t want to confuse liquid mint consumption with a drop in intelligence, we invite our sharp consumers to apply to be our *Momints* spokesperson.”

The winning spokesperson, who will receive a lifetime supply of *Momints*, will embody the bold innovation and sophistication of the *Momints* brand. “We seek a brand advocate and spokesperson that will enhance perception of the mint community.”

**About Yosha! Enterprises Inc.:**

Yosha! Enterprises Inc., based in Westfield, NJ, is the maker of **Momints**<sup>®</sup>. Available at retailers nationwide including 7-Eleven, CVS/Pharmacy, Wal-Mart, Wawa, Eckerd Drug, Brooks Pharmacy, Village Pantry, Spectrum Stores, Big A, Racetrac, Stewarts, Travel Centers of America, Big Y, Bi-Mart, and many independent retailers nationally, **Momints** is America's original liquid-filled breath mint. For more information, visit [www.momints.com](http://www.momints.com)

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