



**FOR IMMEDIATE RELEASE**

**THE “MOMINTS®” RIGHT FOR CVS TO OFFER AMERICA’S FIRST LIQUID-FILLED BREATH MINT**

*Momints®’ Zero Calorie Mints Deliver Burst of Bold and Refreshing Flavor in Tiny Iridescent Spheres*

**WESTFIELD, NJ, November 6, 2003** - The “**Momints®**” right for the country’s leading pharmacy chain to offer the country’s first liquid-filled, zero calorie breath mint. Yosha! Enterprises, manufacturer of **Momints**, announce that their bold, liquid-filled peppermint flavor mints are now available nationally at more than 4,000 CVS/pharmacy stores. Encased in a patent-pending EZ Slide™ pack, **Momints**’ sleek, tapered-edge packaging allows the mints to be inconspicuously tucked into even the tightest of jeans.

“Our customers look to CVS/pharmacy for innovative products that offer superior value and that serve specific needs,” said Jonas Merrill, confectionary category manager, CVS/pharmacy. “**Momints**’ liquid filled mints represent the next meaningful segment of the breath mint market. We’re proud to be the first drug chain to bring this significant innovation to the category,” added Mr. Merrill.

After 18 months of product development, **Momints** entered the \$1 billion retail market for mints and gums in the United States\* earlier this year. In August 2003, **Momints** secured distribution at 7-Eleven stores nationwide and is already one of the top selling mint brands, bringing incremental growth to the mint category as a whole. At CVS/pharmacy, **Momints** will be available at all checkouts and will be supported via promotions throughout the year.

“We are proud that **Momints** has secured national distribution deals with leaders in both the pharmacy and convenience store sectors. Both CVS/pharmacy and 7-Eleven have acknowledged that **Momints** represents the next generation of breath mints,” said Anthony Shurman, President of Yosha! Enterprises, Inc., which manufactures **Momints**. “We are pleased to launch our product with such forward-thinking retailers with strong track records for identifying successful new products and services. We are thrilled with the extremely positive response candy buyers across retail channels are having to this

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technology and will be announcing additional national distribution deals and exciting new flavor launches before years' end.”

**About Yosha! Enterprises Inc.:**

Yosha! Enterprises Inc., based in Westfield, NJ, is the maker of **Momints**<sup>®</sup>. Available at retailers nationwide including CVS/pharmacy and 7-Eleven, **Momints**<sup>™</sup> is America's one and only liquid-filled breath mint. For more information, visit [www.momints.net](http://www.momints.net).

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\* Source: Nielsen Food/Drug/Mass/Convenience Report (excluding Wal-Mart) for 52-week period ending 5-17-03.