



Santa Alert – Halitosis-plagued St. Nicks’ Can Seek Relief in A *Momint*

Momints[®], America’s Original Liquid Filled Breath Mint, Offers A Free Carton of Momints to Santas Nationwide

Westfield, NJ – December 9, 2003 - Whether you’ve been naughty or nice this year, no one should endure a halitosis-plagued Santa. As children nationwide queue up to sit in Santa’s lap, **Momints[®]**, America’s original liquid filled breath mint, wants to ensure that the spirit (and body) of St. Nick is minty fresh.

“As a new father, this is the first holiday season that I’ll arrange for my son to sit on Santa’s lap,” said Mr. Anthony Shurman, president of Yosha! Enterprises, and the manufacturer of **Momints**. “I want to spread holiday cheer by ensuring that all authentic Kris Kringles nationwide can experience minty fresh breath at a ‘momint’’s notice.”

“If Santa had bad breath that would be icky,” said New York-based Grant Thompson, age 3. “I have plans to see Santa soon to tell him what I want for Christmas.”

“Santa Claus is an icon that personifies generosity and goodness to children worldwide,” said Dr. Gilda, relationship therapist and author of *Teen Talk with Dr. Gilda: A Girl’s Guide to Dating*. “Imagine the let-down a child would feel when sitting in Santa’s lap if Santa had less than stellar breath! Maintaining good oral hygiene is as important for Father Christmas as for the rest of us mere mortals.”

Santas’ seeking instant mint satisfaction should e-mail their Santa credentials to feedback@momints.net with information on their Santa-related job and contact information.

About Yosha! Enterprises Inc.:

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

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