

BREATH TAKING MOMINTS™

FOR IMMEDIATE RELEASE

THE “MOMINTS®” RIGHT FOR A LIQUID-FILLED BREATH MINT TO ‘STRIP’ CONFECTIONARY MARKET SHARE

*America’s First Liquid-Filled Breath Mint Delivers Burst of Bold Peppermint Flavor
in Tiny Blue Iridescent Spheres*

NEW YORK, NY – June 15, 2003 – Move aside breath strips, **Momints®**, America’s first liquid-filled breath mint, provides a burst of bold peppermint satisfaction that instantly freshens breath. Encased in a patent-pending EZ Slide™ pack, **Momints’** sleek tapered edge packaging allows the mints to be deftly tucked into even the tightest of jeans.

After eighteen months of product development, **Momints** erupts onto the \$1 billion retail market for mints and gums in the United States*. Now available nationwide after being launched in New York City earlier this year, **Momints’** tiny blue iridescent spheres with maximum mint flavor and zero calories have already attracted members of the “fashionista.”

“Anyone who enjoys extremely powerful mint refreshment is an immediate fan,” said Anthony Shurman, the President of Yosha! Enterprises Inc., and manufacturer of **Momints**. “Consumers appreciate that you can easily tuck the **Momints** EZ Slide pack

into your jeans, or in the cellophane wrapper of a cigarette pack, and have instant access to the country's first liquid-filled breath mint that is also the most visually appealing mint the world has ever seen." The suggested retail price for **Momints** (36 mints per pack) is \$1.69.

About Yosha! Enterprises Inc.:

Yosha! Enterprises Inc., based in Westfield, NJ, are the makers of **Momints**[®]. Available for sale online at www.momints.net, and with select retailers, **Momints** is America's one and only liquid filled mint.

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