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FOR IMMEDIATE RELEASE

RE: ARCHTEK SALES AND MARKETING UPDATE

SALES: The first half of 2011 has been full of new placement for Archtek's oral care. New Archtek accounts include:

- **Hy-Vee** has committed to 5 SKU's including Grind Guards, Toothpaste Tablets, and Denture Maintenance Kits.
- **Bartell Drugs** ordered Toothpaste Tablets and Grind Guards.
- **SaveMart/Lucky** will be stocking 2 SKU's of Grind Guard, original & Mint
- **Wal-Mart** stocks Toothpaste Tablets in larger format travel/sample modulars.
- **Travel Smith**, a distributor in the travel goods industry, placed their first order for toothpaste tablets for their new October 1st catalog.
- The **Magellans** Travel Catalog continues to experience excellent sell through during their second month featuring the Toothpaste Tablets.
- **SkyMall** will feature Toothpaste Tablets and the Mouth brush #360 in their October 1st catalog. This catalog, located in every seat pocket of all major airlines in the US, will dramatically increase the public's awareness of Archtek.

MARKETING: Archtek will begin its "**DIRECT TO CONSUMER**" marketing program August 22-24 at major airports featuring:

- Placing Toothpaste Tablet samples and info sheets in the hands of travelers at the time they most need the product.
- Anticipated volume is 6,000-10,000 tablets per day for 3 days at major hub airports or 18,000-30,000 tablet samples in 3 days.
- Archtek info posters to remain at major airports.
- Major hub airports are selected with high volume traffic.
- Airport stores will carry Archtek's Toothpaste Tablets as part of the promotion.
- By the end of each day, Toothpaste Tablets are distributed throughout the US and beyond as passengers travel with this convenient form of oral care.

With growing placement and "DIRECT TO CONSUMER" marketing, 2012 promises to be an exceptional year for Archtek.

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