

**Brondow, Inc.**

68 Marbledale Road, Tuckahoe, NY 10707
Tel: 914-961-9026 Fax: 914-961-9216
www.brondow.com • info@brondow.com

Mayr Communications Inc

615 Franklin Tpke., Ste. 3, Ridgewood, NJ 07450
Tel: 201-612-6010 Fax: 201-612-6013
www.mayr.com • info@mayr.com

News Release

FOR IMMEDIATE RELEASE

***Breath O' Pine* Marks 60th Anniversary With Donation Of 1,000 Bottles To Habitat For Humanity – New York City**

More than 75 Million Bottles of Bronx-born Cleaner Sold Since Launch

Tuckahoe, NY – September 18, 2003: Brondow, Inc. today marked the 60th anniversary of the launch of its ***Breath O' Pine*** product – one of America's first pine cleaner/disinfectant* brands – with a donation of 1,000 bottles to Habitat for Humanity – New York City. Invented in the 1920s, ***Breath O' Pine*** has been sold in grocery, hardware and other retail outlets since the 1940s, and is one of the industry leaders based on pine oil concentration. More than 75 million bottles have been sold in stores throughout the East Coast since the product first became commercially available.

In addition to having one of the highest concentrations of pine oil among the leading, nationally marketed pine cleaners, ***Breath O' Pine*** is the oldest family-owned pine-oil based cleaning brand in the industry.

“Invented in Mt. Vernon, NY, and originally distributed in grocery stores and other retailers in the New York City area, the Bronx was our home base for more than 25 years. What better way to mark the 60th anniversary of ***Breath O' Pine*** than to give back to the community where the history of this amazing cleaning product began,” said Tim Kelley, President of Brondow, Inc. “Habitat-NYC’s mission is to provide decent, affordable housing to residents in need. With this donation, Brondow is helping Habitat-NYC help underprivileged New York residents and their children enjoy a higher quality of life.”

Habitat for Humanity - New York City is one of more than 1,700 United States affiliates of Habitat for Humanity International which seeks to eliminate poverty housing around the world. The Habitat-NYC affiliate was created in 1984 and currently builds in the Bronx, Brooklyn, Manhattan and Queens.

1920s Cleaning Innovation

The product that became the basis of Brondow's ***Breath O' Pine*** product was first developed by chemist Edward J. Kelley in the family's Mt. Vernon, NY home during the mid-1920s. Made from a combination of high concentration pine oil, soaps and other ingredients, the product was highly effective in dissolving grease, dirt and other heavy stains.

During the late 1920s, Kelley's product, which was marketed under the brand name ***No Grit***, was sold in Bronx-area gas stations as a surface cleaner. ***No Grit*** was recognized for its superior ability to remove heavy automotive stains and grease from a variety of hard surfaces. As consumers increasingly became aware of the product's cleaning, disinfecting and deodorizing performance -- and its natural insect repellent qualities -- ***No Grit*** quickly became a hit, attracting the attention of local retailers.

No Grit was renamed ***Breath O' Pine*** in 1943. ***Breath O' Pine*** has since grown into a widely recognized household name, joining the ranks of such other well-known 60-year-old brands as Krispy Kreme (1997), Jeep (2001) and Coach (2001). But unlike these companies, ***Breath O' Pine*** is one of the few remaining family-owned brands in America.

“When my grandfather, Edward J. Kelley, first invented the product that became known as ***Breath O’ Pine***, he dreamed that it would grow to become a trusted household brand,” continued Kelley. “Sixty years and 125 million gallons later, ***Breath O’ Pine*** is still attracting new generations of families who have come to rely on the quality and value of his product.”

Available in the 15 and 28-oz bottles, ***Breath O’ Pine*** is among the top 10 selling pine cleaners in the New York Market. According to ACNielsen, Americans spent more than \$3 billion in household cleaning products in 2002. Liquid, all-purpose cleaners including pine and multi-purpose cleaners led the category last year with nearly \$800 million in sales.

Why Pine Oil?

Pine oil, which is derived synthetically and from a distillation process of the wood and needles of pine trees, is commonly found in numerous household products. Most commonly recognized for its cleaning properties, pine oil is effective in removing heavy grease and surface stains. The fragrant oil also has natural insect repellent properties and is a limited disinfectant against gram-negative household germs such as those that commonly cause food poisoning. ***Breath O’ Pine*** contains one of the highest concentrations of pine oil among the leading, nationally marketed pine cleaners.

Going Beyond Breath O’ Pine

Over the past several years, Brondow has built a strong franchise of household, hard surface cleaners in addition to ***Breath O’ Pine***. This line includes such value-brand pine-based cleaners as ***Clean Pine*** as well as a complete line of value brand multipurpose cleaners marketed and distributed under the name ***Clean and Fresh***.

Brondow has retail distribution throughout the northeast and mid-Atlantic and is the private label pine cleaner manufacturer for such leading retailers as Stop & Shop, ShopRite and other major supermarkets. The Company develops and markets innovative household cleaners and disinfectant products.

Additional information about Brondow, ***Breath O’ Pine*** or the locations of the many retailers carrying the products is available by calling 914-961-9026, or on the internet at www.breathopine.com.

* ***Breath O’ Pine*** is a limited disinfectant against gram-negative intestinal bacteria, including those that commonly cause food poisoning.

About Habitat for Humanity – NYC

Habitat for Humanity – NYC’s mission is to build communities by constructing homes for ownership with people with low-to-medium incomes. The Habitat for Humanity building method – using sweat equity, abandoned land bought for \$1.00, and volunteers to do much of the construction – makes it possible to build homes for New Yorkers in need. For more information, visit www.habitatnyc.org or call 718-246-5656.

###