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News Release

FOR IMMEDIATE RELEASE

***Breath O' Pine* Marks 59<sup>th</sup> Anniversary of Trade-Mark Number 409,471**  
*Brand Celebrating 60<sup>th</sup> Anniversary, 75 Million Bottles Sold Since September 1943 Launch*

**Tuckahoe, NY – October 16, 2003:** Brondow, Inc. today marked another milestone in the company's 60<sup>th</sup> Anniversary ***Breath O' Pine*** celebration – which commenced last month with a product donation to Habitat for Humanity – New York City. Fifty-nine years ago - October 10, 1944 - the United States Patent Office issued Brondow Chemical Co. trade-mark number 409,471 protecting the company's signature ***Breath O' Pine*** pine cleaner/disinfectant\*. Invented in the 1920s, ***Breath O' Pine*** has been sold in grocery, hardware and other retail outlets since the 1940s. To date, more than 75 million bottles have been sold in stores throughout the East Coast.

“This year marks a significant achievement in the history of our company,” said Tim Kelley, President of Brondow, Inc. “While many older brands disappear or are swept up and reintroduced by larger companies, ***Breath O' Pine*** is proud of its 60-year heritage and loyal following of consumers. Many of our current customers grew up with ***Breath O' Pine*** when they were kids and now use the product in their own homes. That loyalty and our commitment to delivering quality value-brand products is what has kept us in business.”

Fifty-six years after its incorporation, Brondow is still chaired by members of the Kelley and Farris Families – direct relatives of ***Breath O' Pine*** inventor Edward J. Kelley and co-founder John T. Farris, Sr.

The product that today is known as ***Breath O' Pine*** was developed in the mid-1920s by chemist Edward J. Kelley in the family's Mt. Vernon, NY home. 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 he named ***No Grit***, was sold in gas stations as a surface cleaner capable of removing heavy automotive stains and grease from a variety of surfaces. As consumers increasingly became aware of the product's cleaning, disinfectant and deodorizing power as well as its natural insect repellent properties, ***No Grit*** quickly became a hit, attracting the attention of local retailers.

Brondow was founded in 1943 (incorporated in 1947) and ***No Grit*** was renamed ***Breath O' Pine*** after numerous Bronx-area grocery and hardware stores began carrying the company's product.

Sixty years and 75 million bottles later, the ***Breath O' Pine*** line has grown significantly to include the value-brand ***Clean Pine*** as well as a complete line of value-brand multipurpose cleaners marketed and distributed under the ***Clean and Fresh*** brand names. Brondow has retail

distribution throughout the northeast and mid-Atlantic and is the private label pine cleaner manufacturer for Stop & Shop, ShopRite and other major supermarkets.

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](http://www.breathopine.com).

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

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