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BRECKENRIDGE COMPANY WINS AWARD IN NICHE MARKETER OF THE YEAR CATEGORY BY *DRUG*

STORE NEWS

○ **Only Colorado Company Named in Award Standings**

Breckenridge, Colo. – October 16, 2002 – Similasan U.S.A., a consumer products company with its North American headquarters in Breckenridge, is the first runner up winner in the 2002 Silver Circle Retail Excellence (REX) Best of the Year Award for Niche Marketer of the Year/Health Category.

Based on voting by key buying and merchandising executives representing the \$110-billion drug chain industry, *Drug Store News* annually presents REX Awards to those products and companies that have distinguished themselves in terms of financial performance, innovation and overall excellence in their respective categories.

The award is a reflection of Similasan's outstanding performance as seen through the eyes of executive peers within the retail drug chain industry. John Kenlon, publisher of *Drug Store News*, commented, "Every year, tens of thousands of consumer products are introduced with most failing to live up to their advanced billing – at REX, retailers celebrate those products and companies that really drive their business."

The Similasan U.S.A. president added, " We've always strived to create products with true differential, and we don't want to be just another 'me-too' brand. We're thrilled that our retail partners are benefiting from our innovative approach to product formulation and market introduction. We'd like to thank them for recognizing us with this award."

Mark Tosh, executive editor of *Drug Store News* also commented, "While establishing a solid sales base is important, REX Award winners often are recognized for their originality, a successful promotional program or well-executed and on-time launch plans. It's the buying and merchandising executives across retail pharmacy who evaluate all of these criteria before selecting the winners – which is what really makes the REX Awards such a special honor."

Similasan received its Silver Award during the 18th annual REX Awards ceremony on Wednesday, October 16 at the Lighthouse, Pier 61, in New York City.

Similasan U.S.A. has teamed up with Breckenridge-based Wilson Lass Imagemaker to help market their products. Similasan offers a unique line of over-the-counter medicines and is the fastest growing eye drop manufacturer in the U.S., according to recent IRI data. Similasan's products are Active Response Formulas, targeting the most common problems of the eyes, ears, nose and throat. The company opened its doors 22 years ago in Jönen, Switzerland. The products are still manufactured at that location today.

For more information about Similasan and its products, call 800-426-1644 or visit www.SimilasanUSA.com. Interested consumers are encouraged to call the company's consumer hotline at 1-800-240-9780

IMPORTANT UPDATE: As of August 2003, Similasan Corporation is based in Highlands Ranch, CO. See "contact us" page for details.