



RETAIL STORES PIONEER PROTECTION AGAINST MRSA Soapopular® brand Alcohol-Free Hand Sanitizers-In Demand Nationwide

For Immediate Release

November 29, 2007- Fairfield, CT-- MGS Soapopular Inc, the exclusive US importer of Canada's **Soapopular®** brand, alcohol-free hand sanitizer products, announced that retailers nationwide have taken in the alcohol-free hand sanitizer with the hopes of stopping the spread of MRSA and other viruses this season.

The timing of the retail stores initiatives couldn't be more important, as every day, national and local news media are reporting stories profiling communities throughout the country where students are becoming infected – and in some cases dying – of MRSA (methicillin-resistant staphylococcus aureus), a potentially lethal form of staph infection. MRSA is easily acquired via skin-to-skin contact, and noticeably transmitted within public schools and universities. The most prominent symptoms include skin abscesses and/or infections.

The recent MRSA outbreak has led both federal agencies and local public officials to reiterate guidelines for best hand hygiene practices, and provide their communities with information about best ways to protect against MRSA, including recommendations to use appropriate hand sanitizer products when washing with soap and water isn't readily convenient.

Given that many school systems, day care facilities and institutional environments across the country have been systematically banning alcohol-based hand sanitizers due to their inherent side effects, including dry/irritated skin and potential product dangers, many industry experts believe that newer, alcohol-free hand sanitizing products are proving to be the modern weapon for combating easily transmitted germs, bacteria and viruses.

Noted Pedro Mata, President of MGS Soapopular, Inc., an affiliate of Mata Global Solutions, "The fact that mass market retailers have taken the lead in carrying Soapopular's product line of alcohol-free, child-safe hand sanitizers demonstrates their widely-regarded awareness of community needs, and their continuous focus on providing their customers with high quality products."

Added Mata, "Alcohol-free sanitizers have proven to be not only as efficient in killing MRSA and other common germs and viruses when compared to legacy alcohol-based products, but Soapopular® is distinctive in that it remains effective longer, kills certain bacteria that alcohol cannot, and is certainly safer to use in any environment."

The good news is that MRSA, and most other easily transmitted germs and viruses can be avoided with simple precautionary steps. The most essential include frequent hand washing with soap and water, and proper bandaging of cuts and abrasions. But when washing with soap and water isn't readily convenient, all experts will agree that appropriate hand sanitizing products are an important alternative measure.



Soapopular® alcohol free, fragrance free foaming hand sanitizers kill upwards of 99.9% of common germs and bacteria, and at the same time, introduce a hypoallergenic and antiseptic alternative that is non-toxic, non-flammable, and provides extended protection when compared to any alcohol-based product -- which lose their effectiveness within seconds after applying to the hand.

Soapopular® is available online and through leading retailers across the United States, including select Target stores, IGA independent groceries (New England), A & P Supermarkets and Stew Leonard's. For store locations, or to purchase online, please visit www.Soapopular.com

About MGS Soapopular, Inc.

MGS Soapopular, Inc. is 70% women-owned and the exclusive US license for Soapopular® brand products. The company is an affiliate of Fairfield, CT-based Mata Global Solutions, the product licensing, representative sales, and marketing firm whose executives bring many decades of combined experience in the development, manufacturing, branding, and sale of unique and innovative products and services. Mata Global Solutions subsidiaries are approved vendors at leading retailers throughout the United States.

For further information
Jay Berkman
Mata Global Solutions, LLC
Tel.203.255.0034