



For Immediate Release

MATA GLOBAL SOLUTIONS TO DISTRIBUTE SOAPOPULAR® BRAND ALCOHOL FREE SANITIZERS IN US

April 4, 2007, Fairfield, CT—Mata Global Solutions, the Connecticut-based importer/distributor of specialty consumer products, announced today they have entered into an exclusive US distribution agreement with Soapopular® the Canadian marketplace leading manufacturer of alcohol free hand sanitizing products.

Pedro P. Mata, principal of Mata Global Solutions, stated “Soapopular® Brand fits our company’s focus on innovative, high quality, consumer-centric products. After being introduced to the Canadian marketplace two years ago, Soapopular has proven to have wide-scale institutional and end-consumer appeal, meeting the rapidly growing demand for effective hand sanitation that stems the transmission of germs and bacteria.”

Mata added, “What makes Soapopular® brand superior is its alcohol free based formula. Most hand sanitizers on the market are alcohol based. These products are known to cause alcohol related skin dermatitis, dryness, and irritation. Soapopular® is proving to be very appealing to consumers by offering a hypoallergenic, non-flammable, and fragrance free alternative.”

Steven G. J. Orrett, President of Soapopular Inc. comments "Soapopular® is committed to developing premium alcohol free hand sanitizer products. Our focus on quality, innovation, convenience, and customer satisfaction demonstrate our strong desire to be market leaders. Soapopular® welcomes the expertise of Pedro Mata and Mata Global Solutions in bringing Soapopular to a broad market base of US Consumers.”

According to ACNielsen consumer purchases of hand sanitizing products in North America has shown year-to-year double digit increases since 2003. In 2006 alone total US sales increased to \$70 million.

About Mata Global Solutions

Established in 1997 and based in Westport Connecticut by a team of internationally-recognized corporate executives, Mata Global Solutions specializes in the import, branding, licensing, and distribution of unique consumer-oriented products within the food, wellness and lifestyle sectors. The firm’s principals and associates include former CEO’s and senior executives that have served the largest brand name enterprises in the world.

About Soapopular

Established in 2004 and headquartered in Toronto, Canada Soapopular Inc. is led by a group of executives with backgrounds in consumer goods marketing, global logistics, Healthcare Management and supported by a team of internationally recognized Doctors specializing in Eco-friendly Disinfectant based research.

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