



Soapopular Alcohol-Free Hand Sanitizer Debuts at Stew Leonard's;
Connecticut Icon is First US Retailer to Carry Canada's Leading Brand

For Immediate Release

June 13, Fairfield, CT—Mata Global Solutions, Inc., the exclusive US importer of Canada's Soapopular brand, alcohol-free hand sanitizer products, announced that icon retailer Stew Leonard's, one of the country's foremost merchandisers, is the first major retailer in the United States to carry the company's product line.

Pedro Mata, principal of Mata Global Solutions, stated, "The fact that one of the most recognized fresh food stores in the United States has taken the lead in carrying Soapopular's product line of alcohol-free, child-safe hand sanitizers demonstrates Stew's focus on being the first to market high quality, innovative products that address the most timely consumer market needs. In just the first 6 hours of product launch, more than 175 units were sold at a single Stew Leonard's location."

Added Mata, "The majority of hand sanitizers are alcohol based; those products not only tend to cause dryness and skin irritations with prolonged use, but equally important, when considering the increasing number of child-related, alcohol-poisoning events directly attributed to traditional hand sanitizing products, the safety benefits associated with Soapopular should be self-evident. Soapopular's active germ-killing ingredient, benzalkonium chloride, is considered one of the safest synthetic antimicrobials known."

"We felt it was important to offer a hand sanitizer that is safe and effective for children. We liked Soapopular, because it is a high quality product that is alcohol and fragrance free," said Rick Baker, senior grocery buyer for Stew Leonard's.

FDA-approved, Soapopular's non-alcoholic 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 more protective than first generation, alcohol-based products. Soapopular is dispensed via a fragrance free, foamy application and is available in a wide selection of sizes for personal use, as well as larger dispensers for commercial and industrial settings.

About Stew Leonard's

Stew Leonard's, a family-owned and operated grocery founded in 1969, has four stores in Norwalk, Danbury, and Newington, Conn. and Yonkers, NY. The company was named among FORTUNE magazine's "100 Best Companies to Work for in America" for the past six consecutive years. For more information, visit Stew Leonard's website at

www.stewleonards.com

About Mata Global Solutions

Established in 1997 and based in Fairfield, Connecticut, Mata Global Solutions is led by a team of internationally-recognized corporate executives that have served the largest brand name enterprises in the world. The firm specializes in the import, branding, licensing, and distribution of unique, consumer-oriented products within the food, wellness and lifestyle sectors. Mata Global Solutions can be found on the internet at www.MGSmata.com

About Soapopular

Soapopular Inc. is a privately held Canadian manufacturer and wholesaler of affordable consumer health and beauty products. Soapopular® products are developed and manufactured to ensure the highest levels of quality for consumers. Its website can be found at www.Soapopular.com

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