



**Rushford Embraces Soapopular Alcohol-Free Hand Sanitizer;
*Connecticut's Leading Substance Abuse Facility Leads Alcohol-Free Trend***

For Immediate Release

August 9, Fairfield, Conn.— Mata Global Solutions, Inc., the exclusive U.S. importer of Canada's Soapopular brand, alcohol-free hand sanitizer products, announced that Rushford Center, Connecticut's leading provider of inpatient and outpatient substance abuse services has become the first facility of its kind within Connecticut to embrace the rapidly growing trend toward alcohol-free hand sanitizers.

Dr. Craig Allen, Chief Medical Officer for Rushford said, "We take great pride in ensuring that our facilities consistently meet the highest standards of care for the people we serve, and we are particularly focused on the measures that we take to maintain the safety and hygiene of our staff and clients. Introducing Soapopular's alcohol-free alternative was consistent with those measures."

Pedro Mata, principal of Mata Global Solutions, stated, "The fact that one of the most respected behavioral healthcare providers in Connecticut has carefully interrogated and introduced Soapopular into their facilities illustrates Rushford's proactive focus on modern hygiene, product safety, and underscores the growing trend away from generic alcohol-based products and toward alcohol-free alternatives that provide equivalent protection, without the noxious side-effects."

Added Mata, "Because the majority of hand sanitizers are alcohol-based, healthcare facilities that treat substance abuse patients have, until very recently, been subject to a Catch-22 dilemma when introducing safe hygiene products for use by both staff and patients. One need only do a Google search to learn about the thousands of alcohol-poisoning incidents directly attributed to hand sanitizer products. Soapopular's alcohol-free solution addresses these concerns. Multiple independent laboratory tests have found that its germ killing efficacy is comparable to that offered by alcohol-based products, and unlike the potentially toxic, alcohol-centric products on the market, alcohol-free necessarily means child safe and no irritating side effects typically associated with prolonged use of alcohol-based products."

Soapopular's active germ-killing ingredient, benzalkonium chloride, is considered one of the safest synthetic antimicrobials known. FDA-approved, Soapopular's non-alcoholic hand sanitizers kill upwards of 99.9 percent 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 Rushford Center

Rushford is a private, not-for-profit behavioral healthcare provider that offers successful inpatient and outpatient treatment services to children, adolescents, adults and families coping with substance abuse and mental health issues. Rushford has been recognized nationally for its innovative approach to providing high quality prevention and treatment programs. Rushford is supported by client fees, third-party payers, United Way, private contributions and state agencies, including the Department of Mental Health and Addiction Services and the Department of Children and Families. Rushford is accredited by the Joint Commission on Accreditation of Healthcare Organizations (JCAHO) and is licensed by the State of Connecticut.

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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