

AEROSOL SPECIALTIES, INC.

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Press Release

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**AEROSOL MANUFACTURER PRODUCT LAUNCH CHOSEN AMONG TOP TEN
FOR MARKETING EXCELLENCE (MAX AWARDS)**

ATLANTA, GEORGIA, JANUARY 22, 2008: Kenneth L. Bernhardt, Regents professor of Marketing and Assistant Dean for Corporate Relations at J. Mack Robinson College of Business, Georgia State University, announced that AEROSOL SPECIALTIES, Inc. a leading Private Label and Custom Manufacturer of Aerosol products will be recognized as one of ten finalists for the MAX AWARDS (Marketing Award for Excellence). This award is given annually at a breakfast hosted by the Marketing Department of the school, The Atlanta Business Chronicle and the GSU Marketing Roundtable. The agency recognized for this effort on Aerosol Specialties' behalf is **MORNINGSIDE MARKETING GROUP, INC.**

The award consideration is for the launch of the new, patented, delivery system, the Aerosol Spray Pen. This is an aerosol container about the size of a fountain pen, holding approximately .05 oz of product. It is especially useful for

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travel sizes, fitting in purses, brief cases and auto glove boxes. It is becoming popular as a sampling vehicle, allowing retailers to provide samples in a much more affordable and effective method.

The Spray Pen was introduced at the Automotive Aftermarket Product Expo (AAPEX) where it was awarded a Grand Prize in the New Packaging Showcase competition for innovations in packaging of Automotive Aftermarket Products.

PHOTOS: Available upon request.



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