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Photos Available Upon Request

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CARRYING PRODUCE WASHES MAY ENHANCE GROCER'S IMAGE

ATLANTA, December 7, 2004 -- "We care about you." "We've got your best interest at heart." Surprisingly, these two messages may be conveyed to customers simply by offering a fruit and vegetable wash for sale in the produce section of a retail grocery store. Recent market research findings conducted by The Atlantis Group, an independent research firm, found that many participants felt the presence of a fruit and vegetable cleaner in their grocer's produce department would be an indication that the retailer cares more about the health and well-being of its customers.

Beaumont Products, Inc., the makers of Veggie Wash® 100% Natural Fruit and Vegetable Wash, recently commissioned The Atlantis Group to conduct a focus group study to determine the attitudes of consumers who find produce cleaners in their grocers' produce sections. "We initiated this study because some grocery buyers feel that the presence of fruit and vegetable washes near the store's produce relays a negative message to their customers that the store's produce is dirty and contaminated with pesticides and chemicals," says Steve Barker, VP of Sales and Marketing for Beaumont Products, Inc. "The study's findings indicate this concern couldn't be farther from the truth," says Chuck Bazemore of The Atlantis Group. "The research tells us that the presence of produce washes in stores actually generates a more favorable attitude toward those stores."

Specifically, respondents were asked the question, "Do you think a store that carries a produce wash near the produce has dirtier produce than a store that does not carry a produce wash?" Not one respondent answered "yes" to that question. Half of the respondents thought the produce would be the same, and half actually said it would be cleaner.

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In fact, many said they would have a more positive impression of a store that carried a produce cleaner. Nearly half actually indicated they would have more negative feelings towards stores without produce cleaners near the produce. Many felt the presence of a fruit and vegetable cleaner in their grocer's produce department means that the retailer is knowledgeable about food safety and cares more about its customers.

None of the respondents felt that the presence of a produce cleaner in a store would suggest that the store has dirty produce. Nor did they think that stores would be stocking the product in order to compensate for their dirtier produce.

About The Atlantis Group

An Atlanta based marketing research and consulting firm providing services to many of the Country's predominant companies since 1982. Its food and retail clients include Food Lion, Anheuser-Busch, ConAgra Poultry, Edwards Baking Company, Coca Cola USA, Honey Baked Ham, Jimmy Dean Meats, Kraft Foods, Mars, Pillsbury and Tom's Foods.

About Beaumont Products

A corporation based in Kennesaw, GA, Beaumont Products, Inc. has been manufacturing and distributing all natural consumer products since 1991. Among the firm's leading products are Veggie Wash® 100% natural fruit and vegetable wash; Citrus Magic® 100% natural air fresheners and cleaners; and Natural Causes® DEET-free natural insect repellent. Beaumont Products is dedicated to producing environmentally friendly products and does no animal testing.

Veggie Wash, America's most trusted Fruit and Vegetable Wash can be found at retailers across the country including Albertson's, Safeway, Target Supercenters, Ralph's, King Sooper, Whole Foods, or through the website, www.veggie-wash.com.