

PRESS RELEASE

FOR IMMEDIATE RELEASE

WINFUEL MULTIVITAMIN DEBUTS IN WINNING CCL CONTAINER

Hermitage, PA – WINFUEL™ is a new dietary supplement that goes beyond health maintenance; it is the first-ever multi-vitamin dedicated to those whose lives are committed to one thing—winning. Giving WINFUEL™ the competitive edge at point-of-purchase is its packaging—a boldly decorated, aluminum bottle developed and produced by CCL Container, North America’s leading producer of impact-extruded aluminum packaging.

“WINFUEL’s target audience consists of competitive, high-achieving individuals,” said CCL Container sales and marketing vice president Ed Martin. “We’ve given WINFUEL™ an outstanding opportunity to reach them with strong, high-performance packaging that reflects the product’s attributes,” he added.

Aluminum is particularly well suited to the dietary supplement market because its insulating properties maintain product freshness. Since the bottle is made with three times the aluminum of a tab-top can, it keeps out air and moisture that can affect potency. In addition, its opacity keeps light from degrading product quality.

“Since WINFUEL™ is the first ever multi-vitamin that’s all about winning, it’s important that everything about WINFUEL™ be innovative as well,” said WINFUEL™ CEO Alex Goen. “WINFUEL™ is the first multi-vitamin to use aluminum packaging, which is also ‘winning’ for the environment because it’s a highly recyclable material.”

In addition to being recyclable, aluminum also provides more decorative and shaping options than glass or plastic, helping further differentiate products from the competition, and even from other products in the same line. WINFUEL™ offers three formulas, for men, women, and children ages four and above. While all three have the same block lettering and geometric-inspired graphics, the vibrant color scheme—blue for men, pink for women, and yellow for kids—gives each a distinct look.

Since CCL began commercial production of the aluminum bottle back in 1990, it has become an increasing popular packaging choice for a number of different industries, from personal care to automotive. More recently it has taken the beverage market by storm, as marketers of soft drinks, beer and other alcoholic beverages have sought to distinguish their brands in a highly competitive arena.

Now CCL's aluminum bottle is poised to capture the dietary supplement industry. Earlier this year, TRIMSPA, Inc., maker of the popular dietary supplement TRIMSPA® X32, collaborated with CCL to revamp its product's packaging. Those inroads continue with WINFUEL, Inc. products, which will be available nationwide at Walgreen's and CVS stores and eventually worldwide. Both WINFUEL, Inc. and TRIMSPA, Inc. are wholly owned subsidiaries of Goen Technologies Corporation.

"The fact is, the aluminum bottle is the ideal packaging for many different industries, and we're just beginning to tap its potential," said Martin.

WINFUEL, Inc., headquartered in Cedar Knolls, New Jersey, is the maker of WINFUEL™, the first-ever multi-vitamin dedicated to those whose lives are committed to one thing—winning. WINFUEL, Inc. is a key sponsor in the NASCAR® racing circuit through Braun Racing, and the USAR Hooters® ProCup Series, Southern Division, through Junior Motor Sports. WINFUEL, Inc. is a supporter of various high-profile sports and celebrity events, such as In the Spirit of the Game, the Critics Choice Awards and MusiCares®, and also works with numerous charitable organizations, including Operation USA. For more information, visit www.winfuel.com.

CCL Container is North America's leading producer of recyclable aluminum bottle packaging, aluminum aerosol containers and other aluminum specialty products. The company has ISO 9002 Registered manufacturing facilities located in Hermitage, PA, Penetang, ONT and Mexico City, Mexico.

###

For more information on CCL's products and services, please contact:

Ed Martin, Vice President, Sales and Marketing
CCL Container
Tel: (203) 354-4523
Fax: (203) 354-4524

E-mail: emartin@cclcontainer.com

CCL Container U.S. Operations:

One Llodio Drive
Hermitage, PA 16148

For further press information, please contact:

Trish Hamer
Delia Associates
Tel: (908) 534-9044
Fax: (908) 534-6856
E-mail: thamer@delianet.com
Website: <http://www.delianet.com>

**For a downloadable version of this release and photo,
please visit www.cclcontainermedia.com/pr-Winfuel.html**

For more information on CCL Container, go to www.cclcontainermedia.com