

**FOR IMMEDIATE RELEASE**  
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## **Similasan Corporation earns industry award for retail excellence**

**Highlands Ranch, CO** – Similasan Corporation – an importer and distributor of over-the-counter medicines for the eyes, ears, nose and throat is the winner of the 2004 Retail Excellence (REX) “Market Maker Award” for a year of outstanding performance in the chain drug industry. The award was presented to Similasan’s president and CEO on Wednesday, October 20, 2004 at the Lincoln Park Zoo in Chicago, Illinois.

Based on voting by key buying and merchandising executives representing the \$123 billion drug chain industry, *Drug Store News* annually presents REX Awards to those products and companies that have distinguished themselves in terms of financial performance, innovation and overall excellence in their respective categories.

“This award represents our commitment to partnership with the chain drug industry,”.

“The idea for this product was generated by innovative chain drug buyers who anticipated a need in the marketplace for a child-specific ear pain product. We heard their requests and reacted by creating a niche SKU that is demonstrating tremendous potential.”

REX awards are a reflection of the product’s outstanding performance as seen through the eyes of executives within the retail drug chain industry. According to *Drug Store News*’ publisher John Kenlon, every year there are tens of thousands of consumer packaged goods introduced to the marketplace. Most fail to live up to the company’s advanced billing. “At REX,” says Kenlon, “retailers celebrate those products and companies that really drive their business.”

Similasan's Kidz Size Earache Relief is an otic (topical) ear drop for pain relief now gaining distribution in the children's analgesics category at major drug store chains. In the last 3 years, Similasan's Earache Relief (10ml bottle) earned a name for itself among drug, food and mass retailers as the nation's top-selling\* SKU in the ear care category. That SKU is now sold at every major chain retailer. The launch of Similasan's new Kidz Size Earache Relief came on the heels of new pediatric medical guidelines released in March 2004, which urge medical professionals to curb antibiotic prescriptions in a national effort to limit diseases created by drug-resistant bacteria. According to the guidelines, eighty to eighty-five percent of earaches and ear infections are self-limiting and most do not require antibiotics. Because of the guidelines, pain relief is now the main course of treatment for earaches and ear infections.

In 2003 Similasan Corporation was the winner of its first REX award as a runner-up in the "Niche Marketer of the Year" category. "These two awards tell us that we're headed in the right direction,". "Our niche products are breathing new life – and incremental profits – into categories that were previously flat or declining. We are very proud of these accomplishments."

For more information about Similasan Corporation and its full line of products, which are imported from Switzerland, visit [www.SimilasanUSA.com](http://www.SimilasanUSA.com).

\*Information Resources, Inc.