



POPCULTUREPR

CONSUMER & LIFESTYLE PUBLIC RELATIONS

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NEWS RELEASE



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For Immediate Release:

**D'OH! MY KIDS DIDN'T TAKE THEIR VITAMINS TODAY!
THE SIMPSONS MOVIE PREMIERE THIS SUMMER
MEANS HOMER HAS NEVER BEEN TASTIER**

Springfield, U.S.A. – (April 23, 2007) – Parents no longer need to struggle to ensure their children get the recommended daily allowance of vitamins *without* added sugar. Dani Berger, founder of St. Hill Pharmaceutical Corporation, is proud to announce the national launch of *The Simpsons* Vitamin Products – a distinctive assortment of great-tasting sugar free nutritional supplements featuring the characters from the 20-year old animated pop culture phenomenon.



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The Simpsons brand currently features the following products: *The Simpsons Sugar Free Chewable Vitamins* in three formulations: Daily Multivitamin in Grape, Orange, and Cherry-Berry flavors; Extra C in Strawberry flavor; Extra Calcium in Chocolate; *The Simpsons Germ Defense Effervescent Health Formula*; and Omega 3 Berry Squirts Sugar Free Chewable Capsules.

Don't Have a Cow, Mom, These Vitamins are SUGAR-FREE!

It has always been difficult keeping kids excited about taking vitamins that are good for them, and manufacturers of other cartoon inspired supplements look to mask the naturally bitter taste of vitamins through added sugar. You just have to look at the labels. “*The Simpsons* Vitamin Products prove that you can have a sugar free product line that’s totally delicious and also provide essential nutrients for healthy living in a way people of all ages can enjoy” says Dani Berger.

The Simpsons Chewables come in an assortment of flavors and tablets depicting the faces of America’s most beloved animated family. They are easy to chew and are delicious enough for kids to willingly take one each day. *The Simpsons* Germ Defense Effervescent Health Formula is a fruit punch flavored tablet that dissolves in a glass of water. The combination of ingredients is designed to keep your immune system working to fight off viruses flying in the air, especially in crowded areas like classrooms, airplanes, and other public places. The Omega 3 Squirts provide the important health benefits of Omega 3 from fish oil in a tasty chewable capsule that resembles a children’s fruit snack.

Ay Caramba! ...Berry Squirts!

Medical researchers have determined that the best way to get Omega-3, including Eicosapentaenoic Acid (EPA) and Docosahexaenoic Acid (DHA), is through dietary supplements. Omega-3 fatty acids are known to be effective against many diseases and conditions such as heart disease, rheumatoid arthritis, psoriasis, Parkinson’s disease, depression, diabetes, and Alzheimer’s, and have cognitive development and antioxidant benefits. St. Hill has taken Omega 3 from fish oil and put it in a kid-friendly, berry flavored, juicy capsule.



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Pricing and Availability

All of The Simpsons Vitamin Products retail for \$9.99. These Products can be purchased at the following locations: St-Hill.com, TheSimpsonsShop.com, Super D Drug Store, Ike's Deep Discount Drug, and May's Drug Stores. St. Hill Pharmaceutical Corporation was founded by Dani Berger.

About *The Simpsons* – The Longest-Running Sitcom in History

The world first met *The Simpsons* on April 19, 1987 through a short featured in between sketches on *The Tracey Ullman Show*. *The Simpsons* were created by Matt Groening and is consistently one of the top shows watched by children and holds the title of being the longest-running sitcom in history. The 400th episode of *The Simpsons* airs in May 2007. The nineteenth season of *The Simpsons* debuts in September 2007.

July 27, 2007 is the opening day of the highly anticipated *Simpsons* movie, produced by Gracie Films for 20th Century Fox. The film will feature series regulars as well as notable guest stars such as Kelsey Grammer (Sideshow Bob), Minnie Driver, and Erin Brockovich. The plot involves the patriarch of the Simpson family, Homer J. Simpson, having to save the world from a catastrophe that he produced.

About St. Hill Pharmaceutical Corporation

The Simpsons Vitamin Products were conceived and developed by St. Hill Pharmaceutical Corporation. St. Hill is a Certified Woman Owned Business Enterprise. The Simpsons Vitamin Products can be purchased at the following locations: St-Hill.com, TheSimpsonsShop.com, Super D Drug Store, Ike's Deep Discount Drug, and May's Drug Stores. St. Hill Pharmaceutical Corporation was founded by Dani Berger.

Note: These products not evaluated by the Food & Drug Administration. These products not intended to diagnose, treat, cure, or prevent any disease.

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