

NEWS RELEASE-FOR IMMEDIATE RELEASE

Attention: John Wishart-Times and Transcript-Newsroom.

Contact: Darlene Kinnear-Communication Director- Prelam Enterprises
857-0499, Star 223 (Office)

Luc Jalbert, Vice President- Prelam Enterprises
857-0499, Start 222 (Office)

Don Goguen, CEO-Prelam Enterprises
857-0499, Star 221 (office) **** Note Don will be unavailable after 14th

Release Date: Immediate

Today's Date: October 13, 2009

Moncton Businessman Jumps off 876-foot Bridge

MONCTON, NB - A Moncton businessman will take the jump this weekend! It is not every day that one gets to witness someone jumping off a bridge is it? Especially an 875 foot one, but on October 17th over 200, 000 people worldwide will gather for this years International Bridge event to be able to witness just that. **Bridge Day is the largest extreme sports event and the largest gathering of BASE jumpers in the world** held on the third Saturday in October every year in Fayetteville, West Virginia, USA. 450 jumpers, hundreds of rappellers, and up to 200,000 spectators are expected to attend this year's Bridge Day on Saturday, October 17, 2009. The New River Gorge Bridge, 876' tall and the world's second longest single arch bridge, is the launch point for at least six hours (9am-3pm EDT) of legal, safe BASE jumps. Our local area CEO and business owner Don Goguen will be one of this year's jumpers. For some it will be a once in a lifetime experience to see but for Don Goguen, well, it is the dive of a life time.....

That is how local Moncton area resident, CEO and co-founder of Prelam Enterprises,

manufacturer of “just a Drop” Odor eliminator feels and he is counting the days until it will happen. Don Goguen, an avid sky-diver and CEO of Prelam Enterprises, producer of the Just a Drop bathroom freshener says he planned this trip to West Virginia to take part in the annual base jump from the New River Gorge Bridge in Fayetteville and join some 450 plus jumpers in this year’s event to bring awareness internationally. Coverage of the jumpers will be on National TV such as CNN and CBC. Photographers and journalists from all over the globe were there last year to cover such an event and this year marks the **30th anniversary** so we expect an even larger turnout. **Most jumpers aim for dry ground but not our Don. He is donning his snorkel and taking a big splash! He will be heading directly into the water, one of very few who will be diving into the lake this year. Most who land in the water do so by accident, but not Don. He will be prepared, snorkel gear and all.**

Don is owner and co-founder of Prelam Enterprises Inc. who produce a product called Just a Drop. In Canada, the product is sold in most of the major retailers plus supermarkets and pharmacies from St. John’s to Vancouver. It is also sold in the United States. Advertising and publicity stunts like this one has generated interest and he has managed to attract interest from about 20 more countries including China, Ireland and the Barbadoes.

Skydiver and businessman Don Goguen, says “We certainly plan on jumping again along with sponsoring this world class event, and Just a Drop will naturally be along for the ride” Just a drop, one drop in the toilette eliminates embarrassing odors before they start by trapping the gasses below the surface. International events like this are bringing awareness to a product that can help every household and any individual with problems such as IBS, Crones and colitis or just plain eliminate the embarrassment of having to go anywhere, or anytime.

References: <http://www.bridgeday.info/>

Photos available by request.....please contact Darlenekinnear@prelam.com



COURTESY BRIDGE DAY FESTIVAL
FAYETTEVILLE, WEST VIRGINIA

CNN

GOING DOWN?

BASE JUMPERS LEAP OFF W.VA. BRIDGE

12:15p ET

M

CNN

NEW YORK 59/46

CNN



WASHINGTON, DC 6

-2-