



94 Rideout St., Unit B
Moncton, New Brunswick
Canada, E1E 1E2

Tel: (506) 857-0499
Fax: (506) 384-2984
Web: www.prelam.com

Contact Information:

Luc Jalbert, VP Sales & Marketing

Ph: (506) 857-0499 ext. 222

Cell: (506) 856-0252

E-mail: premiere@nbnet.nb.ca

FOR IMMEDIATE RELEASE: May 30, 2005

Prelam Recognized For Bringing Innovation To Household Cleaning Category

Montreal, Quebec – Prelam Enterprises goes up against large corporations like Proctor & Gamble and S.C. Johnson at the Canadian Council of Grocery Distributors (CCGD) 12th Annual Canadian Grand Prix New Product Awards.

Prelam Enterprises of Moncton was among the list of finalists competing in the Household Cleaning Category with their new product, Just a Drop Magic Odor Neutralizer at the Grand Prix Awards Gala held Sunday night.

Others companies competing in this category were S.C. Johnson, Proctor & Gamble and Prolav Soap Inc. walking away with the prize.

The selection was based on several criteria, including innovation, packaging and design, labeling, pricing and overall benefits to the consumer. Grand Prix products were to be innovative and demonstrate exceptional value and quality compared to other products in their category.

A crowd of over 800 delegates was present at the Awards Gala, an exciting industry event where the master of ceremonies was Ben Mulrone, host of Canadian Idol and etalk Daily.