

Contact: Luc Jalbert

Vice President
Cell: 506-856-0252
Email: premiere@nbnet.nb.ca
Web: www.prelam.com

300 Baig Blvd., Suite C3
Moncton, NB E1E 1C8
Phone: 506-857-0499
Fax: 506-384-2984

PRELAM ENTERPRISES LTD.

PRESS RELEASE

The Sweet Smell of Success

Moncton entrepreneur takes another bite out of the big apple

Moncton, July 16, 2007: Luc Jalbert, an ambitious entrepreneur from Moncton, has once again made his way to New York, this time for a special appearance on CNBC's "The Big Idea" with Donny Deutsch.

The program introduces the viewer to men and women who have made their fortune with their Big Idea. Jalbert was invited to discuss his revolutionary toilet odour neutralizer, Just'a Drop, a tiny, sweet smelling liquid that has been making its way across North America since 2004. The product has been creating quite a buzz, to say the least, and our neighbors to the south can't seem to get enough of it.

Last year, Luc and his "Poo Crew" headed down to Times Square, armed with a toilet and a survey entitled "Be an Odour Voter." The survey asked consumers to "sit down and be counted!" and contained questions like "Are you a public avoider?" or "How long before it is safe for someone to enter the bathroom after you?"

The toilet attracted quite a crowd including, a very special guest, The Naked Cowboy. He too sat down to be counted and played a little ditty while he filled out the questionnaire. The story was featured that day on the Howard Stern show and the video documentary later on CBC Venture, back home here in Canada.

Filming for "The Big Idea" with Donny Deutsch took place on Tuesday, July 17th with the show airing on Thursday, July 19th at 10 PM / 1 AM ET. This is sure to be an enlightening and entertaining event not to be missed.

Luc Jalbert is the Vice President of Prelam Enterprises, an air freshener company, located in Moncton, New Brunswick. He and his partner Don Goguen have been marketing their revolutionary Just'a Drop Toilet Odour Neutralizer since 2004 where sales are now approaching half a million units across North America. Just'a Drop is available across Canada at many fine retailers and online at www.justadrop.ca.