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**First Flavor and US Ink Partner to Bring Taste 'n Save™ Sticky Note to the Newspaper Industry;
New Technology Provides Opportunities to Generate New Ad Revenue**

*Innovative Taste 'n Save™ Sticky Notes to Make their Debut at
Newspaper Association of America (NAA) mediaXchange Conference, March 9-11 in Las Vegas*

Bala Cynwyd, Pa. – March 9, 2009 – First Flavor and US Ink today announced the debut of Taste 'n Save™ Sticky Note, a new kind of “sticky note” that newspaper publishers and printers can place on the front page of newspapers to engage readers in a never-before-offered taste sampling advertising experience. Taste 'n Save™ Sticky Notes are created using First Flavor’s Peel ‘n Taste® edible film technology and US Ink’s innovative news ink capabilities to create an interactive ad that readers can use to literally smell and taste a flavored food, beverage or other flavored product. Each Taste 'n Save™ Sticky Note provides readers with an easy-to-open, tamper evident foil pouch in a multi-layered sticky note format and brings taste sampling to a print newspaper’s audience - this delivery leverages the power of print advertising and brings an interactive experience that is not possible with online, television or radio ads.

First Flavor, creator of the Peel ‘n Taste® marketing system and an innovator in taste marketing, and US Ink, one of the nation’s largest suppliers of ink and a leader in the introduction of quality, innovative, high-performance products for the newspaper printing industry, are showcasing this new Taste 'n Save™ Sticky Note advertisement system at the US Ink booth (#2413) at the NAA mediaXchange Conference at the Mandalay Bay Resort & Casino in Las Vegas from March 9-11, 2009.

“We are extremely excited about the potential of Taste 'n Save™ Sticky Note and our Peel ‘n Taste® flavor strips to engage newspaper readers in flavorful advertising,” said Jay Minkoff, President and CEO of First Flavor. “We believe this type of sensory experience helps companies connect to their customers in a completely new and innovative way and drives product trial – and according to research reports conducted by our past clients, it works!”

Advertising studies show that the sticky notes that are currently adhered to the front pages of newspapers are effective. Taste 'n Save™ Sticky Note evolves this advertising approach into an engaging, reader-driven promotional sampling campaign. By allowing the newspaper reader to smell and taste an advertised product, Taste 'n Save™ Sticky Note can offer an advertising opportunity that no other medium or ad can. Until now, to enable readers to taste a product, advertisers had to pay for costly product samples to be bundled or poly bagged with each individual newspaper. Taste 'n Save™

Sticky Note makes sampling easier for production and delivery, more cost efficient for advertisers and more fun for the reader.

“We believe Taste 'n Save™ Sticky Note could be a breakthrough in newspaper advertising - at a time when newspaper executives are increasingly interested in innovative solutions that will assist their print advertisers to increase revenue and differentiate their brand,” said Michael J. Dodd, President at US Ink. “Now, advertisers that are seeking these creative ways of breaking through the clutter of messages all targeted at the same people can use our Taste 'n Save™ Sticky Note and this new taste marketing technology to enhance the power of their printed products. This could result in the next generation of newspaper advertising - one that will engage readers and allow newspapers to offer their advertising clients something truly interactive, cost-efficient and available only in print.”

Taste 'n Save™ Sticky Notes are available for advertisers today and more information is available at <http://www.usink.com/flavor>. First Flavor's Peel 'n Taste® technology has been used to drive successful advertising campaigns for some of the food, beverage and personal product industries' most established brands and products, including Welch's, Campbell's, Arm & Hammer, SKYY Vodka and Sunny Delight.

About US Ink

As the industry's only 100% news ink company, US Ink is dedicated to serving the newspaper and commercial non-heat printing markets. The company's national operations are structured into five regions, with 12 manufacturing facilities providing close, responsive support to the nation's newspapers. With ongoing advanced research and development, US Ink, a division of Sun Chemical Corporation, leads in the introduction of quality, innovative, high-performance products for the newspaper and commercial printing industries. More information about US Ink's products, services and extensive customer quality and productivity support programs are available on the company's website: <http://www.usink.com>.

About First Flavor

First Flavor, Inc. is the creator of the Peel 'n Taste® marketing system, a groundbreaking, first-in-class and proprietary technology that enables consumers to taste sample the flavor of a product using a cost-effective and compact dissolving edible strip packaged in a thin tamper evident pouch. Peel 'n Taste® campaigns are eye-catching, innovative and flavor-filled. The Peel 'n Taste® flavor strips can be used in magazines and direct mail, or in-store at shelf, with displays or on product to drive sales and foster brand differentiation. First Flavor works with both global and emerging companies interested in using the sense of taste to design innovative marketing campaigns. First Flavor, based in Bala Cynwyd, PA, has partnered with David Michael & Co. to develop a sophisticated taste-matching technology that replicates the flavor of a wide range of products in its Peel 'n Taste® strips. For more information, please visit <http://www.FirstFlavor.com> or call (610) 785-1325.