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For more information, please contact:  
Leasa Ireland/Melody Parrette  
310.321.7807 or 858.361.9731  
leasa@lpicommunications.com

**JIG-A-LOO Arrives in U.S. to Make The World Run Smoother**

***World's First "Lubripellent" Makes National Debut at Big Box Retailers***

**MONTREAL, CANADA, April 24, 2007** – JIG-A-LOO, the revolutionary "lubripellent," arrives in the U.S. just in time for spring cleaning and household projects with nationwide distribution in Wal-Mart and The Home Depot, among others. JIG-A-LOO is an invisible all-around lubricant *and* water repellent with hundreds of practical uses around the home, office, garage, garden, boat or campground, among many other places.

A favorite product in Canada for industrial and commercial uses since 1958, JIG-A-LOO quickly conquered the do-it-yourself and professional handyman markets since its retail launch a decade ago. It is now available nationwide for the first time ever at Wal-Mart and The Home Depot, and will roll out to additional automotive, home improvement and hardware stores throughout the U.S. in the coming months.

JIG-A-LOO is the world's first and only lubripellent – it stops squeaks, un-sticks just about anything and protects against the elements. Unlike other spray lubricants, JIG-A-LOO goes on dry and doesn't stain or smell. Because it's silicone-based, it contains no oil, grease, wax or detergent – so it's perfect for wood, metal, leather, fabric, and most plastics. JIG-A-LOO is also an exceptional freeze inhibitor and rust preventer.

The product's unique name JIG-A-LOO was derived from "Ti-gi-dou," a Canadian expression for "I've got it!," which the inventor yelled out 50 years ago when he discovered the winning formula for this product.

"We're thrilled to launch this revolutionary product nationwide into U.S. stores this spring," said David Gilmour, CEO, JIG-A-LOO World. "Our invisible wonder has been outperforming traditional competitors in Canada for five decades -- now Americans can see the many, many ways this premium product can help their world run smoother."

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*JIG-A-LOO U.S. Launch/Pg 2*

As spring approaches, JIG-A-LOO can be counted on to lubricate squeaky hinges, patio doors, bike chains, lawnmower wheels, machinery, fishing reels, zippers on all fabrics, hurricane shutters and many others. You can also use it to help protect your garden tools, ball joints, golf pull cart wheels and other equipment against rust.. And for those inevitable April showers, use JIG-A-LOO as an exceptional water-repellent to protect shoes, coats, outdoor furniture and camping gear. An affordable wonder, the product has a suggested retail price of \$6.99 – making it the must-have can for the kitchen, garage, tool-belt and even the purse!

“JIG-A-LOO Makes the World Run Smoother” is JIG-A-LOO’s launch ad campaign designed and executed by TAXI in New-York City, which demonstrates myriad examples of the product’s uses, both real and tongue-in-cheek. The Company also launched a new website at [www.jigaloo.com](http://www.jigaloo.com) that includes a “JIG-A-LOO-Matron” device where consumers can discover various uses for the product and the “JIG-A-ZONE” where people around the world can submitted their own experiences and photos using the product.

### **About JIG-A-LOO**

JIG-A-LOO is an invisible, all-around lubricant that helps a myriad of products operate and slide better, offering almost unlimited applications in the residential, commercial and industrial sectors since 1958. JIG-A-LOO is ideal for wood, metal, leather, most plastics and a number of other surfaces. It’s an exceptional water repellent, a rust and freeze inhibitor and will not drip or stain. Unlike traditional lubricants, JIG-A-LOO contains no oil, grease, wax or detergent.

The product was launched in 1998 in the Canadian mass retail market, with its clean, dry and smooth application quickly capturing a substantial portion of the lubricant market by winning over do-it-yourselfers and professionals alike.

JIG-A-LOO was invented in Quebec in 1958. Its creator exclaimed “Ti-gi-dou,” the Canadian phrase meaning “I’ve got it!” when he found the winning formula, which quickly become JIG-A-LOO. The founders of JIG-A-LOO World, backed by a group of private investors, are Mr. David Gilmour, President and CEO, and Mr. Bernard Allaire, Chairman of the Board of Directors. The company is on the verge of launching another revolutionary product in the fall of 2007.

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