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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 Makes The World Run Smoother with U.S. Launch of Ad Campaign Created by TAXI

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

NEW YORK, April 16, 2007 – JIG-A-LOO, the revolutionary "lubripellent," is launching in the U.S. this month with a new ad campaign that transforms the stale lubricant/water repellent category. The campaign's tagline "JIG-A-LOO Makes the World Run Smoother" takes a look at practical applications for this innovative product, but also includes many tongue-in-cheek applications like better "street lugging," helping a paparazzo apologize for stalking a celebrity couple and cleaning up the national debt or "taking care of" the tax man, among many others.

The multi-million dollar campaign, which will run through the summer, includes a cable TV with Comedy Central, Discovery, National Geographic and ESPN, among others; online advertising with DIY, HGTV Pro, About, ESPN Outdoors, NASCAR and Weatherbug; newspaper and OOH in select markets and a new website at 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 submit their own experiences and photos using the product.

"We worked with TAXI to create a campaign that would show the serious applications of the product, but have a lot of fun with the brand," said David Gilmour, CEO, JIG-A-LOO World. "This category has been stale for decades and our goal is to make a splash and encourage trial. By introducing a new, innovative product to the U.S. with our bright orange cans and humorous ad campaign, people are sure to take notice. It's been our experience with 50 years of satisfied customers, that once people try JIG-A-LOO, it quickly finds its way into their garages, under the kitchen sink, inside sheds and more!"

"This is an attention-grabbing campaign for a fun but very useful product," said Paul Lavoie, chairman and chief creative officer, TAXI. "When we looked at the lubricant and water repellent spaces – which JIG-A-LOO will be a first to cross both categories – and the home improvement world in general, no one's having any fun. At the end of the day, it's a serious product but the brand itself is vibrant and entertaining and about helping people get out of sticky situations, both real and imagined."

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.



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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. 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!

About JIG-A-LOO

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 residential, industrial and commercial uses since 1958, JIG-A-LOO is ideal for wood, metal, leather, most plastics and a number of other surfaces, helping just about anything operate and slide better. 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 became 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.

About TAXI, Inc.

TAXI Inc. (www.TAXI-nyc.com) opened in New York in December of 2004. Globally recognized for its creative product—Advertising Age's *Creativity* Magazine ranked it the world's 8th most-awarded ad agency for 2006—TAXI's media-neutral approach fosters strategic and creative agility to produce consistent brand experiences across multiple consumer touch points. In Canada, TAXI was named agency of the year by *Marketing* Magazine in 2001 and 2005, and by *Strategy* Magazine from 2002 through 2005 consecutively. In addition, TAXI has annually been named one of Canada's Top 50 Best Managed Companies by Deloitte from 2002 through 2006. Both TAXI Inc. and TAXI Canada Inc., with offices in Toronto, Montreal and Calgary, are independent, wholly-owned companies with core expertise in strategic planning, media planning, advertising, design, interactive and branded entertainment (chokolat inc.). Client assignments in New York include Coors Brewing Co.'s Killian's Irish Red and Molson Canadian, Versus Network (formerly OLN), JIG-A-LOO and Blue Shield of California; and in Canada include NIKE Canada, Canadian Tire, MINI Canada, Pfizer VIAGRA, McCain Foods, TELUS Mobility and WestJet.

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