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SMOKER FRIENDLY TO SELL REPLENISHMINTS™ AT RETAIL LOCATIONS NATIONWIDE

Market Test Shows New Breath Mint Performs Well Against Established Brands

Greenwood Village, CO, September 15, 2006 -- Smoker Friendly®, the nation's largest tobacco products retailer, will now carry ReplenishMints™ antioxidant-enriched breath mints at its retail locations throughout the United States. The decision follows a 3-month introduction conducted at Smoker Friendly stores throughout the Denver metropolitan area.

"Our test market results for ReplenishMints were solid," said Mary Szarmach, Smoker Friendly's Vice President. "In several of our stores, ReplenishMints outsold well-known mint brands by as much as two to one. Our store clerks are behind the product, and repeat sales to customers are strong."

ReplenishMints are the first nutrient-enriched breath mints designed to help smokers reduce the health risks of smoking. Tobacco smoke contains harmful substances known as free radicals or oxidants; ReplenishMints are designed to boost the body's antioxidant defense system, thereby helping to neutralize many of the harmful ingredients contained in tobacco. Medical research conducted throughout the world provides compelling evidence confirming the powerful beneficial effects of antioxidants for smokers, who are 2 to 15 times more likely than nonsmokers to suffer from everyday health problems (such as colds, headaches and difficulty sleeping) and also are more susceptible to heart and lung disease and cancer.

"Just because a billion people worldwide have made the decision to enjoy tobacco products doesn't mean they don't care about their health," said Bill Smart, president of Tabacur LLC, the company that created ReplenishMints. "Our products are perfect for smokers because they combine a powerful breath mint -- something tens of millions of smokers already use -- with a blend of nutrients that are depleted in smokers as a result of the heavy load of oxidants they receive from tobacco."

Smoker Friendly and Tabacur are excited by the test results because they prove that the education challenge associated with the product can be overcome. Only 1 in 13 smokers knows that the federal government recommends that smokers consume higher levels of antioxidants such as vitamin C, and that antioxidant supplementation can reduce tobacco-related health risks.

"Smoker education is our challenge," said Smart, "and that's why launching this product in America's leading tobacco specialty store, Smoker Friendly, makes so much sense: they have close relationships with their customers, and can take the time to explain why ReplenishMints should become an important part of every smoker's lifestyle."

"Tabacur has been very successful in our local stores, and we have high expectations for growth in sales as we go national," said Mickey Falconburg, Smoker Friendly's Vice President of Sales and Marketing. Falconburg is working with Tabacur to introduce ReplenishMints to Smoker Friendly retail managers and authorized dealers at the upcoming Smoker Friendly Conference and Trade Show later this month.

About Smoker Friendly International

Smoker Friendly® is America's largest cigarette and tobacco store (CTS) retailer. A pioneer in the CTS class of trade, the first Smoker Friendly store opened in 1988, and today Smoker Friendly has nearly 300 stores across the country. For more information, call (888) 751-2785 or visit www.smokerfriendly.com

About Tabacur LLC

Tabacur LLC develops and markets nutritional supplements for tobacco smokers. Its ReplenishMints™ line of nutrient-enriched breath mints are based on a patent-pending blend of antioxidants that have been shown in many observational studies throughout the world to mitigate a variety of health risks associated with exposure to tobacco smoke. For more information, or to obtain a complimentary sample of ReplenishMints, call (866) 384-7521 or visit www.replenishmints.com.