

Java Gum™

October 8, 2012

For Immediate Release:

Java Gum won the 16th Annual Convenience Store News **Best New Products Award** in the 'Gum and Mints' category. Unlike some contests, CSN's Best New Products Awards are chosen by a consumer panel administered by New York-based research firm Past Times Marketing.

Java Gum was up against world-known brands like Wrigley, Hershey and Kraft to name a few. "This win helps put Java Gum on the map and clearly indicates that we are well on the way to become the leader in the caffeinated gum category," said Al Tiso, COO, Java Gum.

Announcement of these awards will appear in CSN's Show Dailies at the NACS Show and will be featured prominently in the December issue of *Convenience Store News*.

About Java Gum

Java Gum is a great tasting gum available in peppermint and spearmint. It fights drowsiness as effectively as a 10-oz. cup of coffee, but leaves breath minty-fresh. A single pack of gum (8 pieces) costs less than an eighth of the average cost of energy drinks, works up to five times faster, and yields a higher profit. Each piece of Java Gum packs 65 milligrams of caffeine and is both sugar and gluten free.

Whether you are a mom on the go, a nurse working a long shift, a student trying to pull an all-nighter or a construction worker who doesn't have time to grab a cup of coffee, Java Gum supplies an instant boost that'll fit any active lifestyle.

Suggested retail price—\$2.99.

For additional information:

visit JavaGum.com

or contact:

Brad Bruckner

CMO, The Pharma Gum Company

914.358.1081

brad@javagum.com



Java Gum
151 East Post Road
Suite 113
White Plains, NY 10601
914-358-1081
JavaGum.com