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## ABOUT SALTWORKS

Founded in 2002, SaltWorks provides premium gourmet sea salts and bath salts from over 25 countries and supplies them to the wholesale, retail and consumer markets throughout the world. SaltWorks is committed to providing the highest quality, most natural products possible.

Headquartered in Woodinville, WA, SaltWorks provides their full time employees with a retirement plan, as well as annual profit-sharing opportunities. Their 26,000 sq.ft. climate controlled warehouse stores a minimum of one million pounds of salt and is connected to the main office and customer care center.

SaltWorks is a privately held corporation licensed to conduct business from the State of Washington

Contact [press@seasalt.com](mailto:press@seasalt.com) for images, scheduling interviews and specific product information.

## MEMBERSHIPS & AFFILIATIONS

### National Association for the Specialty Food Trade.

Member since 2003

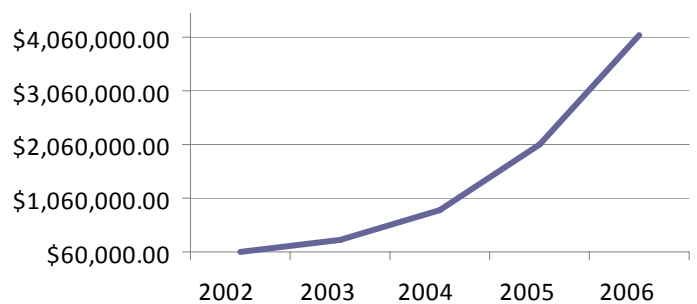
<http://www.specialtyfood.com>

### The Better Business Bureau

Member since 2003

See report at <http://www.thebbb.org/commonreport.html?bid=11027333>

## SALTWORKS GROWTH



## BEST-SELLING PRODUCTS

**Bokek® Dead Sea Salt:** Authentic, therapeutic grade Israeli Dead Sea salt. Used for bath salts, scrubs and spa treatments.

**Rio® Sea Salt Crystals:** semi-porous and infused with color and essential oil. When heated crystals release scented oil into the air.

**Himalayan Pink Bath Salts:** A wonderful gourmet salt. Also used for soaking and joint health. Stimulates circulation, helps lower blood pressure and remove toxins, like heavy metals, from the body.

**Salish Smoked Sea Salt:** All natural sea salt is slowly smoked for 48 hours over genuine Alder-wood. Enjoy the rich smoke flavor on or off the BBQ.

**Fleur De Sel Salt:** The name Fleur De Sel comes from the aroma of violets that develops as the salt dries. Used as a finishing season on meats, poultry and vegetables.

## UPCOMING EVENTS

33rd Winter Fancy Food Show (2008) • San Diego  
January 13-15, 2008 - San Diego Convention Center

54th Summer Fancy Food Show (2008) • New York  
June 29 - July 1, 2008 - Jacob K. Javits Center

Salt Dinner at the Barking Frog • Woodinville, WA  
Tuesday, October 30, 2007 - Willows Lodge

## UPCOMING PRODUCTS

Pure Ocean™ is the most flavorful and highest quality sea salt available. In-line Optical Sorter identify foreign particles with UV light, making Pure Ocean™ the only sea salt to be naturally "cleaned". Computer triggered air jets remove non-salt elements. All sea salts contain minute amount of sand, rocks and sea shells. Pure Ocean™ is the acceptance.

Perfect for baking, cooking, table top, food processing.



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## FOR IMMEDIATE RELEASE

Woodinville, WA  
August 21st, 2007 - 10:33 AM Pacific Standard Time

### **SaltWorks Ranked #117 in Inc Magazine 500 Fastest-Growing Companies for 2007**

Starting with an appreciation of gourmet food, a palate for seasoning, and an idea with a kick, Mark Zoske, CEO of SaltWorks, wrote a recipe for success in his kitchen five years ago. Today, INC. Magazine, the leading private business publication in the United States, ranked specialty salt retailer SaltWorks #117 in their Top 500 Fastest Growing Companies of 2007.

SaltWorks success story can be attributed to maintaining a spicy edge in the gourmet food sector. The public's appetite for pampering, great tasting spices and organic, chemical-free products have all combined into a perfect storm for SaltWorks. From the skin-soothing Dead Sea Bath Salts to the pure Alaea Hawaiian seasoning and finishing salt, SaltWorks is single-handedly making "healthy salt" a viable reality - and healthy sales are the result.

SaltWorks has matched a great market position with a unique service model. The Washington company ships same-day to direct buyers, wholesalers and consumers around the world who prefer the efficient, personal service SaltWorks offers. Their flexible, reliable fulfillment model positioned them on the leading edge of the trend.

The results are nothing short of amazing: SaltWorks has grown over 1800% in revenue in just under 5 years.

"This is very, very exciting. The prestigious INC 500 ranking we received today verifies what a terrific niche we've targeted here," said Zoske.

With sales of nearly \$5 million in 2006 and a projected \$9 million in 2007, the company that started in Zoske's kitchen has come a long way since its 2002 inception. Saltworks has sold ten-million pounds of gourmet and bath salt this year. They moved into a brand new 26,000 square foot warehouse. They're here to stay, and it's not surprising the business world is taking notice.

According to Zoske, his passion for the product turned a pedestrian spice into a gourmet household necessity. "I love sea salt. My current favorite is our Salish Smoked Salt. I add it to salmon before grilling."

Unlike traditional salt, SaltWorks premium brands, like Bokek® Dead Sea salt, are naturally evaporated from sea water and contain no additives or chemical treatments. SaltWorks practice of importing from pure sources perfectly caters to the current American appetite for an organic fare at both the tub and table. SaltWorks is singlehandedly making "healthy salt" a viable reality.

Saltworks has set the industry standard by providing focused service to such a wide market. Wholesalers rely on Saltworks as a reliable business with more than just a hot product supporting its bottom line. Saltworks combination of service and specialization earned them a place in the fast-growing fancy foods sector. The high ranking in INC Magazine proves SaltWorks is here to stay.

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## RECENT MEDIA COVERAGE

"INC MAGAZINE Top 500 Fastest Growing Private Companies in the United States." August 21, 2007. [www.inc.com](http://www.inc.com)

"SaltWorks. Heralds the Sea Salt Revolution." SaltWorks Press Release. May 10, 2007

"Making Salt Sexy." Seattle business Monthly. April, 2007. By Zachary D. Lyons.

"SaltWorks Triples Headquarters." Gourmet News. February, 2007. By Anna Wolfe.

"Salt of the Earth." 425 [Premier Issue]. Winter 2006/2007. By Lisa Patterson.

"Epicurean Living: Salt of The Earth." Premier Living. Winter 2006/2007. By Sonja Riveland.

"Salty Story" Puget Sound Business Journal. November 3, 2006. By Clay Holtzman

This Saltworks Media Guide has been developed for you by Portent Interactive; a Whole-Brain Internet Marketing Firm.  
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