

RelaxZen, Inc., Now Available at Rite Aid Stores Nationwide

Product Footprint Expands; Increases Momentum with Pharmacy, Drugstore Categories

(SHREWSBURY, NJ) — November 4, 2010 -- RelaxZen, Inc., the leading developer of relaxation products, has announced that RelaxZen NIGHT is now available in nearly 3,300 Rite Aid (NYSE: RAD) stores across the US. RelaxZen's sleek, 2.5oz tapered bottles will be conveniently placed at the point of sale merchandise display at Rite Aid's checkout counters.

"Our corporate philosophy is 'everyone deserves to live a RelaxZen Life,'" says Brent Sonnek-Schmelz, the Chief Zen Officer. "With the addition of 3000+ Rite Aid locations, it really expands the opportunities for consumers to try our uniquely formulated RelaxZen NIGHT product."

"The negative effects on health from a poor night's sleep are well documented - according to the National Sleep Foundation, about 70 million people in the United States experience sleep-associated problems," added RelaxZen Chief Relaxation Office Nick West. "Relaxation supplements are a natural fit for pharmacies, and RelaxZen is fast becoming the category leader; with the Rite Aid partnership being the latest example."

RelaxZen distribution in 2010 include Rite Aid (3,000+ stores), Duane Reade, Pilot Travel Centers, as well as a growing roster of regional grocery, C-Store, pharmacy chains, numerous single-store operations and specialty chains. Within a year of the company's inception, RelaxZen's products have achieved an international footprint, with availability in all 48 Continental U.S. states, Brazil and Canada.

RelaxZen products are uniquely formulated with natural herbs and vitamins. The proprietary formula in RelaxZen DAY reduces stress, increases focus and alertness, while RelaxZen NIGHT promotes sound and restful sleep.

About RelaxZen, Inc.

Based in Shrewsbury, New Jersey, RelaxZen, Inc. is the company behind RelaxZen™ (<http://www.relaxzenshots.com>), a leading brand of relaxation products. RelaxZen™ products are designed to calm the soul, relax the body and focus the mind. RelaxZen™ is the only relaxation product line found in multiple channels: convenience stores, groceries, pharmacies, hotels, fitness centers, airports, travel centers and other fine specialty stores.

Editor's Note: RelaxZen is a dietary supplement and conforms to all standards set forth by the FDA's Dietary Supplement Health and Education Action (DSHEA). The FDA has not evaluated these claims. RelaxZen is not intended to diagnose, treat, cure or prevent any disease.

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