



FOR IMMEDIATE RELEASE

Divine Corporation, Developers of Divine 9 Personal Lubricants with Carragel, Changes The Company Name to CarraShield Labs, Inc.

Divine Corporation has changed its name to CarraShield Labs, Inc. to reflect the evolution of the company from a personal products company into a research organization concentrating on the development of a topical gel that can block the transmission of HPV. The company's Divine 9[®] personal lubricant made with a proprietary, hypoallergenic seaweed extract called Carragel[®] is undergoing Phase 2 human clinical trials at McGill University.

October 23, 2013, Orlando, Florida – Divine Corporation announced today the change of the company's name to CarraShield Labs, Inc. CarraShield Labs remains an Orlando, Florida-based company that manufactures and distributes Divine 9 personal lubricant, made with a proprietary, hypoallergenic seaweed extract called Carragel. Divine 9 with Carragel is undergoing Phase 2 human clinical trials at McGill University.

The McGill research team is studying the ability of Divine 9 lubricant to block the transmission of cancer-causing HPV in a double-blind experiment involving over 450 women. The original Divine Corporation management team remains in place to continue guiding the company's growth.

"As the research on Divine 9's ability to prevent the transmission of HPV continues, we have been evolving the mission of the company from providing the best quality personal lubricants on the market to a research and development organization looking at ways to improve sexual wellness," explained Dean Fresonke, CEO of CarraShield Labs. "As the clinical trials continue, we are developing new products that will change the way people think about protecting themselves in both personal and medical settings. Our new company name better reflects this new mission."

CarraShield Labs has launched a new corporate website at www.carrashieldlabs.com. The Divine 9 personal lubricant site has been updated with the new company information at www.divine9lubricants.com.

The Centers for Disease Control considers HPV the most common sexually transmitted disease and estimates that at least 20 million Americans are currently infected with the virus. Worldwide, approximately 257 million women are infected with HPV according to the World Health Organization. While most HPV infections are cleared by the body naturally, those that aren't can cause cancers of the cervix, anus, vulva, vagina, penis, tongue, tonsils and throat. Virtually all cases of cervical cancer are caused by persistent infections by specific types of HPV.

About CarraShield Labs, Inc.

CarraShield Labs, formerly named Divine Corporation, is dedicated to improving your sexual wellbeing. Intensive research has led to a line of products formulated with the company's proprietary Carragel[®] moisturizing seaweed extract. Carragel is showing promise in its ability to block HPV infection in government-funded, independent laboratory studies. In addition to potential health benefits, the hypoallergenic Carragel leaves skin feeling fresh and clean. Look for Divine 9 personal lubricants in stores promoting sexual wellness, on-line drugstores such as Amazon.com, and other discriminating websites. Divine 9 with Carragel is "The Ultimate in Pleasure & Protection"[®] Learn more at www.carrashieldlabs.com and www.divine9lubricants.com.

FOR FURTHER INFORMATION, PLEASE CONTACT:

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