

Bug Bam's All Natural Mosquito Repellents' Popularity Fuels Distribution by Wal-Mart, BJ's Club Stores and Walgreens

The World's Largest Retailer; Fortune 500 Publicly Traded Club Stores; and the Largest Retail Pharmacy Chain add Bug Bam to their 2008 Summer Offerings.

Los Angeles, CA. - The unprecedented popularity of Bug Bam products prompted Wal-Mart, BJ's Club Stores, Walgreens and AAFES to add the collection of natural and non-toxic repellents to their 2008 summer offerings.

The range of Bug Bam mosquito-repelling products is based on a proprietary blend of all-natural, non-toxic EPA/FDA approved ingredients impregnated into recyclable plastic. The formula, which is the brain-child of Australian humanitarian Joseph Symond, is proven safe and effective, even matching the efficacy of repellents containing N-diethyl-meta-toluamide (DEET), the potentially harmful active ingredient in traditional repellents. Using only 100% natural ingredients, Bug Bam is the leading natural insect repelling brand on the market, lab tested for both safety and efficacy.

"I created Bug Bam to protect children and adults alike. As an avid outdoorsman mindful of the environment, I wanted to create a *non-liquid* product that would protect everyone from mosquitoes in a gentle, safe and socially responsible way. The result? The Bug Bam range of insect repelling products. They are all natural, safe and fully recyclable. I am thrilled that recent environmental entomology lab tests show that our products are as effective as the toxic repellents currently on the market, but without the associated risks," says Joseph Symond.

Similar in style to the popular "cause" wristbands, Bug Bam's wristbands are effective up to four feet away from the wearer and last up to 100 hours. Bug Bam products are waterproof, sweat-proof, less expensive than traditional repellents and fully recyclable.

The combination of safety, efficacy and cost has driven sales of Bug Bam products to unprecedented levels. According to Paul Gage, Bug Bam's Director of Sales, the groundswell of demand fulfilled by specialty retailers prompted Wal-Mart -- the world's largest retailer; BJ's Club Stores -- a publicly traded Fortune 500 company; Walgreens -- the largest retail pharmacy chain in the United States and AAFES, (Army Air Force Exchange Service), to add Bug Bam to their seasonal offerings. "Bug Bam proactively addresses consumer concerns about mosquito transmitted diseases in an environmentally responsible way. Malaria, Dengue Fever and West Nile Virus are carried by mosquitoes, and more than 250 million people are infected and 3 million die of Malaria worldwide. In the United States alone there were more than 20,000 cases of West Nile Virus reported between 2003 and 2006. Our products address these legitimate fears naturally, safely, responsibly and cost-effectively," states Gage.

Bug Bam's commitment to social responsibility is further demonstrated by their exclusive recycling program. When a Bug Bam product is no longer effective, customers simply mail back used products to Bug Bam and they are recycled. The company sends customers a free gift in return.

Bug Bam is available at Wal-Mart, BJ's Club Stores, Walgreens, AAFES and online at www.bugbam.com and www.leapsandbounds.com.