

NEWS RELEASE

For immediate release

Sales Contacts:

Lisa Balsera
J Joyner Group, L.L.C./Joyner Sales Agency
813.340.0804
lisab@joynergroupp.com
www.joynersalesagency.com

Jeff Elderton
J Joyner Group, L.L.C./Joyner Sales Agency
330.463.5353
jeffelderton@joynergroupp.com
www.joynersalesagency.com

Jeffery Joyner, CEO & President
J Joyner Group, L.L.C./Joyner Sales Agency
972.868.9125
jeffery@joynergroupp.com
www.joynersalesagency.com

Press Contact:

Anita Fontana, VP Marketing
J Joyner Group, L.L.C. / Joyner Sales Agency
216.393.8217
anita@joynergroupp.com
www.joynersalesagency.com

Editor note: Lisa Balsera and Jeffery Joyner are available for commentary; please contact them directly at abovementioned phone numbers and/or emails.

Moldex and the Joyner Sales Agency “Start Their Engines” for 2008 NASCAR Schedule

DALLAS (January XX, 2008) – Moldex-Metric Inc. of Culver City, CA is gearing up for another fantastic NASCAR race season beginning in February 2008. Moldex, one of the most recognized and respected names in hearing and respiratory protection in industrial worker safety, is the official ear protection sponsor of the NASCAR license. “With NASCAR being the #1 spectator sport in America today and with over 75 million fans, we are excited to work with the Moldex team to tell their story and to build promotions around the 2008 NASCAR racing schedule,” notes Jeffery Joyner, CEO & President of the Joyner Sales Agency. “Moldex, which has a strong history of perpetual innovation with their industrial products, is aggressively introducing consumer goods with the NASCAR license,” he adds. Moldex is known worldwide and is ISO 9001 certified.

Items available at retail are the Goin’ Green™ Foam Earplugs that will carry the NASCAR name. “According to NASCAR, 58% of the U.S. population between the ages of 18 and 45 are fans with an average income of \$68,267.00. It came naturally to us that we would want to be part of such a large following within the U.S.,” states Jim Hornstein, Vice President / General Counsel for Moldex. “If you’ve ever been to a NASCAR race, you’d understand the need for our products.”

After consideration of other sales representatives, Moldex chose the Joyner Sales Agency because of the stand-alone and web-based analytics and planning tools that will optimize the selling process. “Deciding on what products to carry is already a challenge for retailers,” notes Joyner. “Both syndicated and POS data have been analyzed and it is clear that NASCAR ear plugs might be the impulse item of the year. The data suggests that there are three primary types of consumers that would purchase NASCAR products including 1) those who attend NASCAR races, 2) those who are frequent viewers of NASCAR on TV and 3) those who perform regular household maintenance and would like their ear protection to be branded NASCAR,” he confidently adds.

Distributions of the Moldex Goin' Green™ products are in full swing and are available today. For more information about Moldex or the Joyner Sales Agency, contact Lisa Balsera, VP of Sales at 813.877.7027 or lisab@joynergroupp.com.

Background:

The Joyner Sales Agency was founded on the belief that a professional sale coupled with analytics expertise is mandatory to optimize human and financial productivity for retailers and manufacturers alike. JSA is extending the concept of "fact-based selling" by offering remarkable consultative value to retailers and manufacturers. The JSA team is unique in the marketplace and features professional sales executives with deep analytics experience. Their range of experience includes former Directors to CEO at major consumer packaged goods firms. The mission of JSA is to provide small to mid-size manufacturers a service they might not otherwise be able to afford, and larger manufacturers a high degree of focus against secondary brands. For more information about the Joyner Sales Agency, please contact Jeffery Joyner or Jeff Elderton at the numbers above.

###