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**Mother and Daughter Team Take the “Ick Out of Sick™”!
Duo Invent KidKupz™ – An Innovative Approach For Kids To Take Their Medicine**

Many parents know the difficulty in getting a sick child to take his or her liquid medicine. Now that battle may be more easily won with a new, inventive way to get the medicine down called KidKupz™, crystallized candy coated rim cups that make taking liquid medicine so much easier...and fun!

KidKupz™ is the brain-child of a mother and grandmother team, Jill Addeo and Jo-Ann Malkin. Veterans of two generations of arguing, cajoling and soothing their own children, they were also inspired by Addeo’s late stepfather -- who was a volunteer on the pediatric floor at a major New York hospital – to find a way to make administering medicine to youngsters easier. Together, these innovative women knew that there had to be something to beat the miserable resistance faced by parents when trying to administer liquid medicine.

In 2006, Addeo and her mother devised an ingenious way to make her stepfather’s dream a reality: KidKupz™. Developed in Jill's kitchen, where the team tested and tasted until the product formula was just right, KidKupz™ combines all-natural fruit-flavored, candy-coated rims with standard dosage markings on dispensing cups, making administration of liquid medicines safe and foolproof for parents and tastier for kids.

According to the American Academy of Pediatrics (AAP), up to half of the children taking liquid medications do not take them properly. Also, AAP and other childhood experts agree that it is important to allow children to have some choice and some control in the medicine-taking process. KidKupz™ provides both standardized dose measurements and a way to offer sick children a choice in taking medicine with their favorite color and flavor. Flavors include kid-friendly Sour Cherry, Blue Raspberry, Watermelon and Green Apple. Six-packs of the candy-coated medicine dispensing cups retail for approximately \$6.99, and will be available in stores soon.

KidKupz™ is a privately owned, Manhattan-based consumer products specialty company. For more information, please visit the website www.kidkupz.com <<http://www.kidkupz.com>> or call 888/KID-KUPZ (888-543-5879).

