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Introducing KidKupz™: A Business Plan That's Easy to Swallow!

AN INSPIRATIONAL STORY OF HOW A MOTHER AND HER MOTHER STARTED THEIR BUSINESS

FOR IMMEDIATE RELEASE

NEW YORK, NY (January 2009) – KidKupz—the inspired creation of a mother/grandmother team who wanted to create a product that makes taking medicine for kids both fun and easy—launches their first line of medicine dispensing cups with an all-natural, candy-coated rim. When Jill Addeo's step-father, a dedicated children's hospital volunteer of ten years, passed away in November 2005, she and her mother vowed to address a concern that had always plagued him.

Just three years after Jill's step-father's passing, KidKupz is launching its first line of candy-coated medicine dispensing cups in kid-friendly flavors like Sour Cherry, Blue Raspberry, Watermelon and Green Apple. Thanks to the caring of one man, and the hard work of his family to make his dream come true, gone are the days of children running for cover at the mention of taking their medicine. KidKupz will be available in stores nationwide in February 2009. Six-packs of the candy-coated medicine dispensing cups will retail for \$6.49-\$6.99.

Jill Addeo is a mother of two, married and living in Manhattan. After earning a BA degree from Brown University, Jill enjoyed a successful career in network television. After marrying in 1996, Jill decided to pursue a career in real estate which allowed her to spend more time raising her son and daughter – now ages 10 and 8. When Jill's stepfather retired from a career on Wall Street in 1995, he began volunteering at Memorial Sloan Kettering Cancer Center on the pediatric floor. What began as a once a week commitment grew into 3 days and one night per week as he thrived on bringing smiles to children's faces. One thing that always plagued him, however, was how difficult it was for these children to take some of the more harsh tasting liquid medicines, and he expressed that concern to Jill and to his wife, Jo-Ann often.

When Jill lost her step-father to cancer in November 2005, Jill and Jo-Ann resolved to find a way to solve this “medicine going down” problem and began to discuss options with Jill’s husband, Geoffrey Addeo. After creating and taste testing various homemade versions, Jill, Geoff and Jo-Ann finally came up with a winning solution that pleased not only them but more importantly Jill and Geoff’s children.

“KidKupz Candy-Coated Rims makes swallowing liquid medicine easy *and* delicious for kids everywhere!” says Jill Addeo, President of KidKupz. “It’s about making the act of taking medicine fun for kids—less of a chore and more of a treat,” Addeo added. “This is a safe and effective method of administering medicine to children, and I think we’ve truly achieved our goal of making the whole process easier, both for children, and for their parents and caregivers.

For details regarding KidKupz, please log onto www.kidkupz.com or call 888/KID-KUPZ (543-5879). All media inquiries should be directed to Andrea Cohen at 212.537.9495 or achoen@rxmedyn.com

About KidKupz

KidKupz is a privately owned, Manhattan-based consumer products specialty company. The mission of the company is to provide retailers with smart solutions to aid parents and caregivers in administering liquid medication to children, while allowing children to enjoy the experience of taking medicine. This is the first product in the line.

KidKupz is the inspired creation of a mother/grandmother team who wanted to create a product that makes taking medicine for kids both fun and easy. The idea was inspired by President Jill Addeo’s late step-father, who was a volunteer on the pediatric floor at Memorial Sloan Kettering. His work at the hospital exposed him to the difficulties children face when taking necessary medication. His dream was to make medicine-taking easier. The new team has turned that vision into a reality.

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