



For More Information Contact:

Andrea Cohen
Medical Dynamics
212 537 9495
acohen@rxmedyn.com

**Introducing KidKupz™
TAKES THE “ICK” OUT OF SICK!™**

PRODUCT DEBUT JANUARY 2009

FOR IMMEDIATE RELEASE

NEW YORK, NY (January 2009) -- KidKupz, LLC today announced their debut product line: **KidKupz™ Candy-Coated Medicine Dispensing Cups**. This revolutionary new product, set to debut in the spring, is a line of medicine dispensing cups with an all-natural, candy-coated rim, available in kid-friendly flavors like Sour Cherry, Blue Raspberry, Watermelon and Green Apple. The product will eliminate the days of children heading for the hills at the mention of taking their medicine; **KidKupz** candy-coated rims make swallowing medicine easy *and* delicious!

The **KidKupz** line is the first of its kind and will add excitement to the traditional “cough and cold” aisle in drugstores, supermarkets and mass market retailers. While other “medicine-flavoring” and delivery mechanisms exist, no other product makes taking medication as fun, easy, and tasty an experience for children as **KidKupz**. By offering an innovative approach to the age-old problem of getting children to take their medicine, new **KidKupz** offers a fresh, all-natural, candy-coated solution endorsed by a renowned pediatrician and parents alike.

“Improved-tasting” options have been popular among children’s medicines for years, but new kid-friendly delivery methods are becoming top-of-mind for many manufacturers. “It’s about making the act of taking medicine fun for kids—less of a chore and more of a treat,” says Jill Addeo, mother of two and President and co-Founder of **KidKupz**. “When it comes to taking medicine, whether it’s over-the-counter or prescription, we have found the safe and effective solution for children, parents, and caregivers in **KidKupz**,” Addeo added.

In a new safety review from the FDA, experts suggested that droppers, cups and syringes associated with cough and cold formulas for children be standardized to reduce risks of confusion and mis-dosing. **KidKupz** has addressed this issue of consistent and accurate

dosing as well the issue of standardizing a delivery system. **KidKupz™ Candy-Coated Medicine Dispensing Cups** can now be your household's "go to" cup whenever your child needs to be given any over-the-counter or prescribed liquid medication.

KidKupz will be available to retailers in February 2009. Suggested retail price for consumers will be \$6.49 – \$6.99 per package, which includes six candy-coated cups, and each flavor has a different, brightly colored package that will stand out on shelves.

For details regarding **KidKupz**, please log onto www.kidkupz.com or call 888/KID-KUPZ (543-5879).

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 stepfather, 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.

All media inquiries should be directed to Andrea Cohen at 212.537.9495 or achoen@rxmedyn.com

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