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DISCUS DENTAL GETS FRESH WITH TNT MARKETING

ARLINGTON, Texas — March 15, 2007 — TNT Marketing has been selected by Discus Dental, Inc., as their national convenience store broker, to market BreathRx® sugar-free gum and mints to convenience stores.

Discus Dental is expanding its sales of BreathRx® gum and mints – the only gum and mints with ZYTEX (essential oils and ionized zinc in a lipophilic suspension) – to the convenience store class of trade. Until now, the products have been available only through dentists. BreathRx® does not mask halitosis; it actually fights the cause of bad breath and works for hours.

BreathRx® promises to be a wonderful impulse purchase for the c-store customer. With a high percentage of breath-conscious consumers, the market is ready for this product that can be used after coffee or smoking breaks, after meals, or before the ever-important date or interview. An aggressive television advertising campaign is designed to make the BreathRx® brand top of mind with consumers nationwide and the tailored c-store-friendly packaging will make stocking the product simple for retailers.

“TNT Marketing is delighted to take BreathRx® products to market,” says TNT president Kenneth Fries. “Discus Dental has a fine product that should sell tremendously at convenience stores.”

“After years of having our product available only through dentists, it makes sense to entrust TNT Marketing with the push into convenience stores,” explained Mark Guasp, director of consumer sales and marketing for Discus Dental. “Discus Dental is excited to have BreathRx® in the hands of c-store experts.”

Founded in 1993, Discus Dental, Inc. is a leader in the marketing and worldwide distribution of premium clinical and aesthetic products to dental professionals and leading-edge oral care products direct to consumers. The company also provides state-of-the-art practice management software, practice building tools and services as well as expert industry training for the dental community. Discus Dental is headquartered in Culver City, California.

TNT Marketing is a leading sales and marketing organization in the convenience store industry. TNT represents many recognized consumer products in top c-store categories, including automotive, beverages, foodservice, frozen foods, grocery, general merchandise, HBC, and salty and sweet snacks. Bayer, ConAgra, Dole, General Mills, Mattel, Playtex, Procter & Gamble (Duracell/Gillette), and Trojan are among the category-leading brands in the TNT Marketing portfolio. C-storologists® are experts in convenience stores, much as zoologists are experts in the animal kingdom.

Based in Arlington, Texas, the TNT c-storologists® maintain established partnerships with c-store wholesalers and retailers nationwide. With specialized knowledge and experience, TNT Marketing has a proven record of success.

Editor's Note: Photos of Discus Dental's BreathRx® products are available for download at <http://www.tntmarketing.com/discusdental.html>.