



GRAPEVINE
COMMUNICATIONS

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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GRAPEVINE COMMUNICATIONS SELECTED AS AGENCY FOR SINFRESH HEALTHCARE PRODUCTS

Sarasota, Florida – October 26, 2010 – SinoFresh Healthcare, Inc., has recently hired Grapevine Communications as their advertising agency of record. The company is currently re-launching its flagship products, SinoFresh® Nasal Spray and SinoFresh® Daily Throat Spray. The homeopathic, antiseptic nasal spray and the soothing throat spray both support a healthy immune system and fortify the body against the damaging effects of free radicals.

According to SinoFresh, Grapevine was selected after an extensive national search for a full-service agency. Factors such as industry-specific expertise and international marketing experience were critical to the decision.

“Grapevine’s owners having over 65 years combined experience in marketing both the pharmaceutical and packaging industries was a definite factor in our selection process,” said David Olund, SinoFresh CEO. “Ours is the only product in the over-the-counter antiseptic spray category that treats the cause of sinus infections, and SinoFresh significantly reduces symptoms in 85% of users. There is a definite need for our products, and we are looking forward to letting the world know about the benefits.”

Grapevine will work with SinoFresh executives in the areas of strategic planning, from initial concepting through successful national product roll-outs, including national ad campaign development and national media buys across multiple media platforms. Grapevine is owned by Angela Massaro-Fain and John Fain.

“We are eager to work with SinoFresh at this exciting time for their company,” said John. “Grapevine is pleased that they selected a local small business for their marketing partner, which translates to support of our local economy. Even though both Angela and I have international experience, we have chosen to live, work and raise our daughter in this great community. This move hopefully sends an important message to other businesses – consider hiring our area’s service providers before looking elsewhere.”

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About SinoFresh Healthcare, Inc.

SinoFresh Healthcare, Inc., is a publicly traded company based in Venice, Florida, that develops innovative upper respiratory system therapies. SinoFresh products are marketed and distributed globally under an exclusive license granted to SinoFresh Healthcare Products, Inc., an independently owned marketing company. More information is available at www.sinofreshproducts.com.

Grapevine Communications is a full-service, award-winning advertising, marketing and public relations firm based in Sarasota, Florida, and serving clients nationwide. The firm was recently awarded the 2010 Frank G. Berlin, Sr., Small Business Award by the Greater Sarasota Chamber of Commerce. For more information on Grapevine Communications, contact Jamie M. Smith at 941-351-0024 or email pr@grapeinc.com.

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