

FOR IMMEDIATE RELEASE

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SUGARVEIL TO AIR ON NETWORK MORNING SHOWS NATIONAL CRAFT MONTH SPOTLIGHTS NEW PRODUCT TRENDS

SugarVeil® Decoredbles™, a product interpretation of SugarVeil Confectionery Icing for the crafts marketplace, will appear live via satellite March 9 as a part of the Craft & Hobby Association's media tour for National Craft Month. The goal of the tour is to generate "buzz" by demonstrating new trends and products available to the consumer on NBC, ABC, CBS, and FOX morning television shows.

A variety of SugarVeil dessert presentations will be shown in the segment, along with the packaged SugarVeil product. SugarVeil Confectionery Icing looks, cuts, and punches like a sheet of paper, yet uniquely drapes and handles like fabric to decorate cookies, ice cream, and other desserts. SugarVeil is the patented product of Waldron LLC, a Missouri based firm who specializes in creating and licensing intellectual properties and product concepts. Additional information is available via www.sugarveil.com.

Following the satellite tour, Terri Oulette, spokesperson for the Craft and Hobby Association (CHA), will travel to selected markets and appear live on morning and mid-day shows. CHA represents the \$30 billion craft industry and is comprised of more than 6,000 member companies engaged in the manufacture, distribution, and retail sales of products in the international craft and hobby industry. The Association offers a broad range of member services, including market research, education and consumer branding initiatives.


