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Prince of Peace® Enterprises, Inc. Names Michael Jarrett National Sales Manager

Seasoned sales and marketing strategist responsible for national sales of famed Tiger Balm brand of topical analgesics.

HAYWARD, CA, July 10, 2010 - Prince of Peace® Enterprises, Inc., the sole licensed United States distributor for all Tiger Balm products, has hired Michael Jarrett as National Sales Manager for its line of popular Tiger Balm topical analgesics products.

As this role, Mr. Jarrett is responsible for the national sales of Tiger Balm products to traditional supermarkets, chain drugs, mass merchandisers, wholesale drug companies, club stores and home improvement centers.

"We are incredibly fortunate to bring a talent like Mike on board to represent Tiger Balm US," said Kenneth Yeung, Founder and President of Prince of Peace Enterprises, Inc. "He has proven abilities to identify and develop fresh business ideas, and we will look to him to help increase the distribution opportunities for the entire Tiger Balm product line. He will also play a key role in the launch of our new Tiger Balm Neck & Shoulder Rub."

Prior to joining Prince of Peace, Mr. Jarrett served as Vice President Sales & Marketing for Ghiringhelli Specialty Foods, a San Pablo, CA-based manufacturer and distributor of fresh and frozen food items. In this capacity, he secured contract packer, private label program, and/or distribution agreements with Safeway, Wal-Mart, Costco, Albertsons, Sysco, and 7-Eleven. He also managed the company's largest national product introduction and was responsible for developing the company's brand into a name that is now readily recognized in both the retail and foodservice industries.

Previously, he was Vice President Sales & Marketing for Hayward, CA-based Armanino Foods of Distinction, a leading manufacturer of Italian and other ethnic sauces, pastas, and entrees, where he planned and developed the company's most successful new products.

Before that, Mr. Jarrett worked with Otis Spunkmeyer, Inc. in San Leandro, CA, a manufacturer and distributor of frozen cookie dough and packaged baked goods. As National Sales & Operations Manager, he grew annual revenues from less than \$200,000 to over \$50 million in just five years.

Mr. Jarrett has also served as National Accounts Manager for Sara Lee, Inc., and has held positions with Frito-Lay, Inc.

About Prince of Peace® Enterprises, Inc./Tiger Balm US

Prince of Peace Enterprises, Inc. (www.popus.com/mytigerbalm) introduced the world-famous Tiger Balm brand to the United States in 1986 and has been the sole licensed US distributor for all Tiger Balm products since.

Tiger Balm's time-proven blend of herbal ingredients provides safe and effective "Pain Relief Without the Pills™" for joint and muscle strains and neck and shoulder pain, and offers convenient pain relief for just about any other aches and pains that may come your way. Prince of Peace is headquartered in the heart of the San Francisco Bay Area, CA with additional branch offices in New York, Los Angeles, Hong Kong, China, Macao, and Malaysia.

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