

FOR IMMEDIATE RELEASE
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TODAY® SPONGE RETURNS TO STORE SHELVES

May 11, 2009, Berkeley CA – Mayer Laboratories, Inc., a marketer of high-quality contraceptives and the exclusive distributor of the Today Vaginal Contraceptive Sponge for the US, Canada and the EU, announced today that the Today® Sponge has been re-launched in the United States. Available soon in more than 13,000 drug stores across the country and on-line, the Today Sponge will be carried in 6,500 CVS/ Longs drug stores in May and in 6,700 Walgreens and 200 Duane Reade locations in June.

Originally introduced in 1983, the Today Sponge affords the freedom and flexibility of 24 hour contraceptive protection, and offers a safe, effective, hormone-free birth control alternative for millions of American women. The Today Sponge has been a popular over-the-counter birth control method for women, with over 150 million sponges sold since its introduction.

For more than 20 years, Mayer Labs has marketed and distributed contraceptive and reproductive healthcare products in the United States and abroad. According to David Mayer, CEO of Mayer Labs, “we are very pleased to add the Today Sponge to our portfolio of high quality reproductive products. The Today Sponge has always remained popular with many advantages; the recent interruption of distribution was not the result of product quality or consumer demand, but was due to the previous owner, Synova Healthcare Group, filing bankruptcy.”

The Today Sponge is being re-launched with exciting new packaging and an all new website www.todaysponge.com. Suggested retail price for 3 Pack-\$14.99.

About The Today® Sponge

The Today Sponge is a soft polyurethane sponge containing nonoxynol 9, a spermicide used by millions of women for more than 40 years. The Today Sponge prevents pregnancy in 3 ways: 1) by blocking the sperm’s path 2) by absorbing the sperm and 3) by continuously releasing nonoxynol 9, which quickly kills the sperm on contact. For more information including effectiveness, directions and warnings visit: www.todaysponge.com

About Mayer Laboratories, Inc.

Mayer Labs is an innovative, California-based company with more than 20 years experience in marketing and distributing high quality contraceptive and reproductive healthcare products in the United States and abroad. Mayer Labs’ products include Kimono brand condoms, FC Female Condom, and Aqua Lube personal lubricants. For more information visit: www.mayerlabs.com.

Today® is a registered trademark of Alvogen, Inc

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