

NFL Athletic Trainers Endorse Defense Sport Mouthguard Rinse
SaniBrands, Inc. Revolutionary Product Becomes Just the Third Consumer Product
Approved by the Professional Football Athletic Trainers Society (PFATS)

For Immediate Release
Media Contact: Zack Bolno
571.220.4163/Zack@TrifectaTeam.com

ALLENTOWN, PA (October 4, 2011) -- Al DolceAmore, President and Founder of **SaniBrands Inc.**, announced today that its **Defense Sports Mouthguard Rinse** has received a highly-coveted endorsement from the **Professional Football Athletic Trainers Society (PFATS)**. Defense Sport Mouthguard Rinse becomes just the third product currently endorsed by PFATS, joining **Gatorade** and **Don-Joy Knee Braces**.

Defense Sports Mouthguard Rinse is the first and only product on the market scientifically created to clean and remove dirt and bacteria from the mouth guard without exposing the athlete to alcohol and sugar. The PFATS has more than 100 members and is represented by all 32 teams in the National Football League.

“Defense Sport is proud to be working with PFATS and to have earned their endorsement,” DolceAmore said. “Athletic trainers, coaches, athletes and parents look to the Professional Football Athletic Trainers Society to take the lead in the practice of protection and treatment. Our mouth guard cleaner provides a layer of protection for athletes who use mouth guards.” Defense Sport looks forward to a long and symbiotic relationship with PFATS.”

“PFATS partnered with Defense Sport Mouthguard Rinse based on the fact that scientific studies determined this product eliminates germs and bacteria on the athlete’s mouth guard,” said John Norwig, the PFATS President and Head Athletic Trainer for the defending AFC Champion Pittsburgh Steelers. “Defense Sport not only protects our pro athletes, but every young athlete who utilizes a mouth guard in competition for their college, high school and youth league sports teams.”

Joe Theismann, a Super Bowl champion quarterback and spokesperson for Defense Sport Mouthguard Rinse, was enthused with the valuable endorsement. “It’s great that the NFL Athletic Trainers have rallied behind a product that is revolutionary in treating mouth guards,” Theismann said. “We all know where the NFL goes, so many will follow.”

Since Defense Sport Mouthguard Rinse’s introduction to the marketplace in June 2011, the NFL Teams, the University of Notre Dame (football), Kings College, and dozens of high schools are now using the product to help prevent health issues resulting from exposure to contaminated mouth guards. Defense Sport Mouthguard Rinse is available at Team Sales Division of The Sports Authority, MEDCO, Sports Health, Collins Sports Medicine, Sports Unlimited.com, Stick-n-Flix, and soon to be, in a select region of The Sports Authority stores. You can also purchase Defense Sport Mouthguard Rinse online at www.defensesport.com or by calling (877) 717-7264.

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About Defense Sport MouthGuard Rinse

Al DolceAmore, President and Founder of **SaniBrands Inc.**, and **Defense Sport Mouthguard Rinse**, has developed a product that is an essential addition to sports sidelines everywhere. Established in 2009, Defense Sport Mouthguard Rinse intends to aid athletes to remain healthy and competitive by promoting healthy habits and encouraging regular cleansing of sports mouth guards. Visit **www.defensesport.com** for more information.

Play Hard... Play Clean