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**\* \* FOR IMMEDIATE RELEASE \* \***

**Emergen Products, LLC Launches Innovative Bacterial Protection**

New Armor for Battling Both the Recession Pressures AND Pandemic Disease is Made in the USA

*Emergen Products, LLC works toward becoming a leader in antibacterial protection*

**HAMPTON ROADS, VA – October 20, 2009** — Emergen Products, LLC, a Hampton Roads-based innovator, announces the release of its flagship product, EmergenSeat® – a pomegranate-infused, antibacterial toilet seat cover made in the USA. The release of this product to market couldn't be timed better for consumers facing growing cases of H1N1 everywhere. EmergenSeat offers a simple solution to a common problem.

Rick Byers, Emergen Products, LLC owner and president, has poured his heart and time into this product for the last two years, strongly believing that the market was primed and ready for his innovation. Byers says, "With nothing like it on the market, the formula used to treat the oversized seat cover and tear-out wipe are added defenses against the plethora of germs that are unavoidable in public restrooms. EmergenSeat® kills 99.9% of most pathogens on contact, including strep, hepatitis, staph, salmonella and e-coli."

The EmergenSeat® covers are available in resealable 5-packs small enough to carry in a purse, pocket or glove box. They can be used anywhere sanitation is a concern – shopping malls, concerts and events, gas stations, portable toilets, airports and airplanes, etc. Additionally, Emergen Products has produced 2-packs for sample and event distribution.

EmergenSeat® is the first product in an entire line of antibacterial, pomegranate-infused, personal care and household products to be manufactured by Emergen Products. The inclusion of pomegranate extract will be an important element of all products developed by the company. Pomegranate is a known and well-documented natural source of health benefits and bacteria defense.

EmergenSeat® will soon be available in grocery, drug and convenience stores throughout the U.S. and at various sporting and entertainment events. Purchase online or find a local retailer at [www.emergenseatcovers.com](http://www.emergenseatcovers.com).

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