



September 10, 2009

GLYDE® First Condom Approved by Ethiquette

Adding to the distinction of being the first condom worldwide recognized by the PETA Caring Consumer program and by the Vegan Society, Kare Kits Inc. is proud to announce that GLYDE® is now the first condom approved by Ethiquette (www.ethiquette.ca), an information service for consumers that highlights environmentally responsible products in Canada.

"We believe it's important that brands who market themselves as ethical back their claims with recognized third party certifications," says Maura Ingraham, VP Sales & Marketing for Kare Kits Inc. "We already hold designations from Europe with The Vegan Society and in the USA with PETA, so we felt it prudent to obtain a Canadian credential now that we've launched GLYDE® across Canada. We're so happy to announce that we've been approved by Ethiquette."

Made with rubber sourced from owner-operated plantations and manufactured in Malaysia by workers who are paid a fair living wage, GLYDE® vegan condoms are made without the commonly used dairy derivative, casein. The manufacturing facility has never utilized animal testing models for quality control practices, instead preferring tensile, air, and burst testing by machines. GLYDE® condoms are approved by Health Canada, the FDA and comply with standards set forth by the EEC under Directive 93/42/EEC Annex II (European Medical Devices Directive), using the Standard ISO 4704 and EN600.

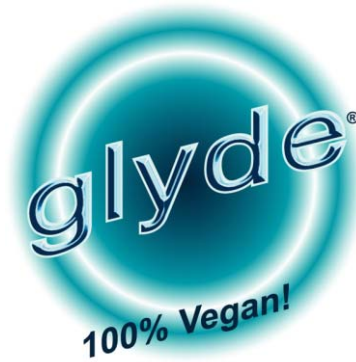
Kare Kits Inc. is an ISO certified medical device manufacturer/importer in Vancouver and has the exclusive North American rights to GLYDE® vegan condoms (www.glydecanada.com). Kare Kits has been selling GLYDE® to health food and specialty stores in the USA since 2006 and launched the brand across Canada this July.

Ethiquette is a social enterprise whose mission is to create social value for consumers and marketing value for eligible businesses. Ethiquette serves the needs of the "conscientious consumer" looking for options that reduce harm to the environment and help improve social conditions and works to support the innovative businesses that have decided to take the high and difficult road towards incorporating a culture of sustainability/responsibility in the marketplace.

Continued on next page...

KāRE KITS iNC.

2802 East 20th Avenue, Vancouver, BC, Canada V5M 2T9 - TEL: 604.215.2119
maura@karekits.com - GlydeCanada.com - GlydeAmerica.com - KareKits.com



With over 2 million members and supporters, People for the Ethical Treatment of Animals (PETA) is the largest animal rights organization in the world. Through their Caring Consumer program, they research the animal-testing policies of cosmetics and household-product companies and share this information with the public.

Founded in 1944, The Vegan Society provides advice on ways of living free of animal products for the benefit of people, animals and the planet. The Vegan Society authenticates companies that make cruelty-free products and maintains a comprehensive listing for consumers' reference.

For more information, contact:

Maura Ingraham
TEL: 604.215.2119
EMAIL: maura@karekits.com

-30-

KāRE KITS iNC.

2802 East 20th Avenue, Vancouver, BC, Canada V5M 2T9 - TEL: 604.215.2119
maura@karekits.com - GlydeCanada.com - GlydeAmerica.com - KareKits.com