

NEWS RELEASE

TO THE EDITOR

FOR IMMEDIATE RELEASE

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**DISTINCTIVE BOTTLES CREATE A UNIQUE RELATIONAL PLATFORM
FOR PROMOTING SALES OF MULTI-COMPONENT BRANDS**

Quarter-turn Eros bottles form a compelling circular presentation

Morristown, NJ: Dynamically different Eros bottles from Siloa, Inc. create a unique inter-connected circular presentation that enables a brand family to capture attention within the crowded mass luxury market.

The visually connected circular palette evokes powerful emotional expectations as it extends an invitation to experience four related same-brand products.

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DISTINCTIVE BOTTLES CREATE A UNIQUE RELATIONAL PLATFORM FOR PROMOTING SALES OF MULTI-COMPONENT BRAND

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Each quarter-turn bottle features two 90° sides and an arc. The marketer, retailer or shopper is able to assemble mix and match products in same size or graduated sizes to form an attractive and compelling circle presentation of multi-use products.

Eros bottles make an excellent pre-packaged gift item, a distinctive retail store brand promotional sale, and an interactive shelf display that entertains the shopper with a do-it-yourself arrangement to stimulate multiple related product purchases. Bottles can be mixed or matched in same-height or multi-height groupings. Individual bottles are available in 2 oz., 4 oz., 6 oz., and 8 oz. sizes.

Siloa, Inc. offers custom engineering, molding and decorating services to provide further distinction to the proprietary bottle design.

For more information, please contact Mr. Mark Bellard; Siloa, Inc.; 86 South Street, Suite C3; Morristown, NJ 07960; Tel: (973) 292-2500 Ext. 100; www.siloa.com; Email mbellard@siloa.com.

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**DISTINCTIVE BOTTLES CREATE A UNIQUE RELATIONAL PLATFORM
FOR PROMOTION OF CROSS-PRODUCT BRANDS**

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Photo Caption:

Unique quarter-turn Eros bottles from Siloa, Inc. offers an attractive and entertaining mix and match platform to create a fun and dynamic presentation that extends brand awareness and stimulates multiple product purchases.

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