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SinuCleanse® Announces New Packaging Design

Madison, Wis., July 18, 2011 – Med-Systems, Inc., the company who created the nasal washing category back in 1997 with the introduction of the SinuCleanse® neti pot, is featuring new and improved packaging for the full SinuCleanse® product portfolio -- SinuCleanse® Neti Pot, Squeeze®, KidsMist™ and Saline Packets. The new package design highlights the medical benefits of the neti pot and the overall effectiveness of nasal washing in an easy-to-read format. The color palette also helps to differentiate the SinuCleanse® brand from others in the category.

“Research has shown that customers are making their purchasing decisions on perceived value and medical benefits of this product,” said Dave Gallo, CEO of Med-Systems. “While branding is always important, we wanted the new packaging design to put an increased emphasis on the end benefits for the consumer – immediate sinus relief.”

The SinuCleanse® line are the only products in the nasal washing category that are made in the U.S.A. and adhere to the Federal Drug Administration’s (FDA) Pharmaceutical Good Manufacturing Practices. The products are an all-natural way to immediately relieve congestion and sinus symptoms without drug interactions or drug side affects.

For more information, please visit www.SinuCleanse.com.

About the SinuCleanse® System

The SinuCleanse® system was created in 1997 as an all-natural defense for adults and children who suffer nasal problems. It was created by an ENT and is clinically proven to reduce sinus symptoms. This drug-free treatment can be used as often as needed and is safe for every sinus sufferer, including pregnant women, people on multiple medications and children. The SinuCleanse® system is available in three easy-to-use applications, the original neti pot, the SinuCleanse® Squeeze™ and Kids Mist™. For more information, please visit www.SinuCleanse.com.

Med-Systems, Inc.

Med-Systems, Inc., headquartered in Madison, Wis., manufactures and markets the SinuCleanse® nasal wash system to help relieve painful symptoms for the 70-million Americans currently suffering from sinus problems. Founded in 1997 by CEO Dave Gallo, SinuCleanse® was created by an ENT and is clinically proven to reduce sinus symptoms. This drug-free treatment can be used as often as needed and is safe for every sinus sufferer, including pregnant women, people on multiple medications and children. SinuCleanse® was the first neti pot to market and is a leader in providing safe and effective treatment for nasal decongestion and washout. The SinuCleanse® product line includes:

- *SinuCleanse® Neti Pot*
- *SinuCleanse® Squeeze®*
- *SinuCleanse® KidsMist™*
- *SinuCleanse® Saline Packets*

The *SinuCleanse®* System is available at leading retailers nationwide including, CVS, Duane Reade, Longs Drugs, Kroger and local pharmacies, drug stores and health food stores. *SinuCleanse®* may also be purchased online at www.SinuCleanse.com.

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