



FOR IMMEDIATE RELEASE

**BALLA POWDER LLC REACHES AGREEMENTS WITH DISTRIBUTORS
IN ENGLAND, IRELAND, AND SCANDINAVIA**

**Balla Powder, the Revolutionary Men's Talcum Powder will be available in stores
across England, Ireland, Denmark, Norway, and Sweden**

Detroit, MI – August 29th, 2007 – Balla Powder LLC, the leader in the revolution to end sweaty stickiness in the most sacred areas on a male body, announces new distribution agreements in England, Ireland, Denmark, Norway, and Sweden.

“We’re very excited about our new partnerships,” says Brodie Patten, Co-Founder and President of Balla Powder LLC. “We have had a strong, loyal following from European men from the beginning. These new partnerships will make it easier for these men to get the cool, dry, comfort they can only get with Balla Powder.”

The new distribution agreements are with Advenio NA in Norway and Waldo Tonstrina (www.waldo.ie) in Ireland. Advenio NA distributes men's grooming products to retail stores throughout the countries of Denmark, Norway, and Sweden and Waldo Tonstrina does the same in England and Ireland.

Balla Powder continues to add high-end retailers in the U.S. and Canada as well. This week, Balla Powder added four new retailers: Buzzskin (www.buzzskin.com), Michael Craig's Grooming in Washington D.C., Adam His Answer To Grooming in Toronto (www.adamgrooming.com), and barbershop.no (www.barbershop.no) in Norway.

Balla Powder is available at high-end men's grooming centers across the United States and Canada and has quickly become a best seller with many of its retailers. “We will continue to focus on developing relationships with leaders of the men's grooming industry in the U.S. and abroad,” states Patten.

In addition to applying *Balla* to the most sensitive of sensitive areas, Balla Powder can be used virtually anywhere on the body. For more information on *Balla* and Balla Powder LLC, visit: www.ballapowder.com.

About Balla Powder LLC

Balla Powder LLC (<http://www.ballapowder.com>) was founded in 2005. The company's first product is a new line of men's talcum powder, Balla Powder. The powder is packaged in a modern, black bottle and has a subtle, sexy, masculine fragrance. The



powder can be used anywhere on the body to keep you dry and feeling great. And as the name hints, there is one specific region of the body for which use is recommended.

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