



FOR IMMEDIATE RELEASE

**BALLA POWDER LLC ANNOUNCES AN AGREEMENT TO PROVIDE
DRYNESS AND COMFORT TO THE NETHER REGIONS OF
MILLIONS OF DRUGSTORE.COM CUSTOMERS**

**The Revolutionary Men's Talcum Powder, Packaged in a Sexy Four Ounce
Black Bottle, is Now Available on drugstore.com**

Pleasant Ridge, MI – February 27th, 2007 – Balla Powder LLC, the leader in the revolution to end sweaty stickiness in the most sacred areas on a male body, announces the expansion of Balla Powder to one of the leading online providers of health, beauty, vision, and pharmacy products, drugstore.com.

“We’re very excited about the partnership with drugstore.com”, says Brodie Patten, Co-Founder and President of Balla Powder LLC. “Every day we hear from another satisfied customer who didn’t know how good he could feel until he used a little Balla Powder in the nether regions. Now millions of drugstore.com customers will have the opportunity to feel the comfort of Balla Powder.”

Balla Powder is available at 14 high-end men’s grooming centers across the United States and Canada and has quickly become a best seller with all of its retailers. The partnership with drugstore.com is expected to significantly broaden the base of Balla Powder consumers.

“Our goal”, says Patten, “is to make men look, feel, and smell their best.”

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 called “Desert Nomad”. The powder can be used anywhere on the body to keep you dry and feeling clean. And as the name hints, there is one specific region of the body for which use is recommended.

About drugstore.com



drugstore.com, inc. (www.drugstore.com) is a leading online drugstore and information site for health, beauty, wellness, personal care, and pharmacy products. The drugstore.com online store provides a convenient, private, and informative shopping experience that encourages consumers to buy products essential to healthy everyday living. drugstore.com, inc. trades on the NASDAQ stock exchange (DSCM) and had over \$400 million in net sales in 2006.

Media Contact:

Stephanie Augustyniak
Co-Founder and President
Balla Powder LLC
150 Maplefield Rd.
Pleasant Ridge, MI 48069
saugustyniak@ballapowder.com
info@ballapowder.com