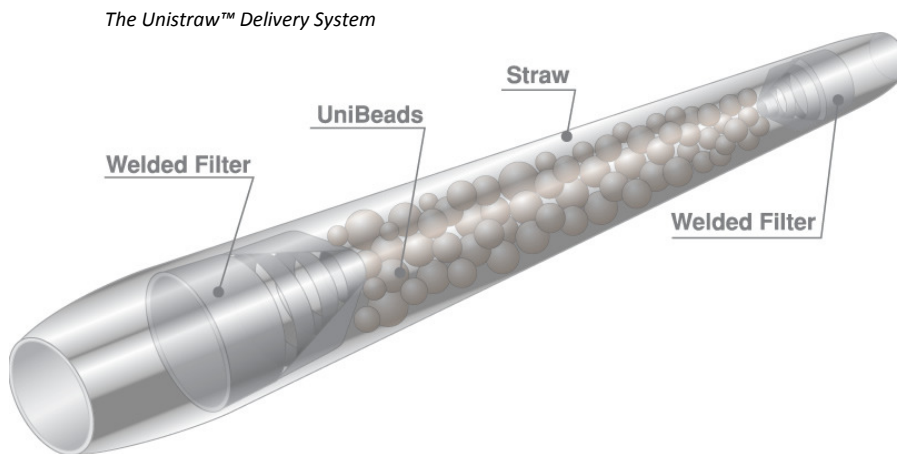




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**Unprecedented global interest generated in a 21<sup>st</sup> century approach to beverage consumption. A product that has won international awards, a design that lends itself to a multitude of applications.**

Australian company Unistraw International developed the ingenious Unistraw™ Delivery System – a unique drinking straw that has a myriad of applications, a drinking straw that is in the process of rapidly revolutionizing on a global scale the way people consume beverages. A drinking straw that applies exceptional technology and design, to give a great tasting, nutritious and convenient beverage delivery system. A drinking straw that is so simple to use that many have remarked ‘why didn’t I think of that’!



Australian Peter Baron, an award-winning graphic and industrial designer thought of the idea and then spent seven arduous and sometimes frustrating years refining the design, developing the production technology and consolidating the associated intellectual property. The final outcome, after those seven years of perseverance and US\$10 million dollars is an ingenious product with a very bright future. A truly extraordinary creation that is the envy of many.



**Unistraw's unusual business model is achieving exceptionally rapid global success.**

Distributors for 103 countries have committed to launching the unique Sipahh™ Milk Flavoring Straws to their retailers and consumers by late 2007. This is an almost unheard of phenomenon in terms of interest and speed of distribution for a new product. It is less than two years since the Sipahh™ Milk Flavoring Straw was first introduced to Australian consumers. Guided by the success and strength of the product in the Australian marketplace, the rest of the world is eager to follow suit. Sipahh straws are currently available in 25 countries, all of which are experiencing excellent sales. Distribution channels have been finalized for countries in Europe, Asia, the Middle East, Africa, North & South America and the Pacific region. In the cut-throat business of Fast Moving Consumer Goods (FMCG), Unistraw has successfully laid the foundations for exceptionally rapid global expansion and domination of its market segment.

**Unistraw's solid foundations are due to a multi level business model that includes the following facets:**

- Unistraw is one of a small number of food companies that manufacture and distribute a technology platform – the Unistraw™ Delivery System (UDS).
- Unistraw is one of only a few companies in the FMCG sector that licenses its brands and technology to other organizations, and earns royalties on sales from worldwide markets, with all royalties flowing back to Australia.
- Unistraw has a strong Intellectual Property portfolio covering the design and manufacture of the Unistraw(TM) Delivery System technology. It will aggressively pursue infringers in all markets.
- Unistraw has established a global distribution network for its products in an extremely short period of time – less than 2 years, allowing near-simultaneous product launches in all key markets.
- The company's first product, Sipahh™ Milk Flavoring Straws, will be on sale in approximately 100 countries by late 2007 – less than 2 years after the product's premiere on the Australian market.
- The company's second brand, *Mai'a™ Iced Coffee Straws*, has the potential to launch in overseas markets during 2007. It is currently on sale in Australia.



- Involvement with McDonald's - Sipahh™ Milk Flavoring Straws are currently on-menu across McDonald's in Germany, South Africa, New Zealand, Poland and Egypt. McDonald's Australia have included the Sipahh™ straw with a serve of reduced fat milk as the beverage component of their new Pasta Zoo Happy Meal throughout their 747 Australian restaurants. The Pasta Zoo Happy Meal has been designed to give customers more variety and is targeted at parents and children concerned with rising child obesity. Sipahh™ are very pleased to be part of an initiative that is actively addressing rising obesity levels in Australian children.
- More than 40 talented people with varying backgrounds have been recruited to assist with the actualization of Unistraw International Limited's strategic plan for global expansion and for the introduction of subsequent new products based on the Unistraw Delivery System.

#### **The product range so far.....**

##### **Sipahh™ Milk Flavoring Straws**

100% distribution at time of launch in Australian and New Zealand grocery stores. Sipahh has over 20% of market share in the kids' flavored milk modifier category in Australia and is expected to generate similar market share in all new markets. Sipahh Milk Flavoring Straws fit perfectly into the global food consumption trend toward healthy and convenient products that deliver nutritional benefits in a novel way. Children of all ages enjoy the wide range of flavors available and the ability to use the straw in all types of milk. These flavours include Chocolate, Banana, Caramel, Strawberry, Cookies & Cream, Honeycomb, Choc-Banana and Choc-Mint. The plan is to further expand the flavor range in the future to maintain consumer interest.

##### **Mai'a™ Iced Coffee Straws**

Building on the consumer enthusiasm for Sipahh, Unistraw launched a second exciting product in Australia last September. Mai'a™ Iced Coffee Straws are aimed at 18-30 year old adults. The Iced Coffee straws come in four coffee flavors – Espresso, Cappuccino, Latte and Mocha. Mai'a's approach is to take some 'time-out' - a moment to refresh the spirit within achieved by simply slipping a Mai'a straw into cold milk and enjoying its' iced coffee taste innovation!



## **News:**

### **Unistraw's rapid ascension has been recognised by inclusion in BRW's (Business Review Weekly) Annual Top 10 FAST STARTERS List.**

The Australian BRW (Business Review Weekly) Magazine has just released their 2007 List of Fast Starters; to be considered a 'Fast Starter' by BRW, businesses must be in the start up phase of their lifecycle; this phase is considered to be the first two years from establishment. Unistraw International not only made it onto the 100 Fast Starter list but achieved a coveted position in the Top 10.

### **Martin Chimes; CEO; Unistraw International Limited has won the Ernst & Young Eastern Region Entrepreneur of the Year for Retail, Consumer and Industrial Products.**

Adventure canoeing off the hippo and crocodile infested Oliphant's River, competing in the arduous "Roof of Africa" and "Trans Kalahari" off road motor cycle rallies through desert and mountain terrain were early examples of Martin Chimes spirit, determination to succeed, willingness to discover, enduring discipline and love of competition. When Martin directed his energy and focus to business, his uncanny ability to recognise and capitalise on future market trends and innovative opportunities flourished.

As the first and only global award of its kind, the Ernst & Young Entrepreneur of the Year celebrates entrepreneurs who are building and leading successful, growing and dynamic businesses. Launched in 2001, The Australian Entrepreneur of the Year awards program is conducted in five regions. The winners from each region compete later this year for the title of 2007 Australian National Entrepreneur of Year.

### **Unistraw International Limited announced as winner of the prestigious AMP Innovation Award at the 2007 Telstra NSW Business Awards.**

Unistraw International Limited has won the highly sought after AMP Innovation Award in the 2007 Telstra NSW Business Awards for its new consumer product Sipahh™ Milk Flavouring Straws.

Now in its 15th year, the respected annual Telstra Business Awards recognise and reward the ingenuity and innovation of Australia's most outstanding small businesses. With each passing year the Awards have grown considerably in both size and stature. Over 4,500 nominations were received for the 2007 awards. From the thousands of nominations received, 420 were chosen as entrants, from those 420 entrants, 137 were named as finalists.



The AMP Innovation Award recognises a business that has successfully introduced an innovation. The innovation may be the application of a new technology, a new product, an idea, a concept, an approach, procedure or alliance.

**Where to next.....?**

It is Unistraw's vision that everyone, everywhere, everyday will use one of their products. Unistraw has the ability via its technology to potentially shape future global beverage consumption by filling its straw with numerous health related additives; flavors, vitamins, medications, and more.

The key consumer trends for the global food industry have been identified as health and convenience. These trends provide the perfect conditions for the continued development and future introduction of the Unistraw Delivery System to products that simultaneously offer consumers health benefits and convenience, and the ability to choose their preferred flavor and liquid base.

Unistraw has been congratulated internationally, winning 5 international 'Best New Product' awards for the innovative nature and potential of its Sipahh product. Global trend spotting publications and market research surveys have also heaped praise on the Sipahh product. It has also been recognized for the multitude of opportunities for further product expansion across a wide range of applications. A wide variety of market segments have expressed great interest in the Unistraw Delivery System, realizing its potential to revolutionize food, beverage and pharmaceutical product distribution.

To meet both the current and forecast global requirements for both Sipahh™ Milk Flavoring Straws and the recently launched Mai'a™ Iced Coffee Straws, Unistraw International Limited has opened a manufacturing facility in China, achieving ISO 9001, HACCP, British Retailer Consortium, and International Food Standard certifications. Unistraw maintains its research and development facilities in Australia. Unistraw International Limited is based in Sydney, Australia.

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