

**\*Release Source: Alison Prentice**

**FOR IMMEDIATE RELEASE**

**Creo Mundi – “The Little Company That Could”**

**OSHAWA, ON—February 7, 2008**— How powerful is the Power of Positive Thinking? Very, if you talk to Alison Prentice, President of Creo Mundi Inc. “It also helps if no one has told you ‘you can’t do that’” said Prentice. “I thought this was normal for doing business”.

What did they do that Prentice thought was normal, that in fact turned out to be highly unusual?

In the space of a few short months they have negotiated to have their product, a whey protein isolate drink, onto the shelves of the Loblaws Distribution network (Loblaws, Real Canadian Superstore, Atlantic Superstore, Independent, Zehrs, Natural Value, Natures Measure, Fortinos, and Dominion) in one month – and across the country the following month. Starting in February 2008 Creo Mundi Protein Drink will be in 100 Loblaws stores, and come March, will be available to all 250 stores across Canada.

How did they do that?

“Our company is all about a positive way of *being*” said Prentice. “We launched our concept using clothing as the first vehicle – with over 200 positive words written *on the inside* of our clothing in 15 languages from around the world. I’ve been wearing one of our styles of shirts every day since we have had them in stock.”

They also have a great protein drink, one endorsed by lifetime drug-free athletes (Mr. Natural Universe 2000, Mr. Mixed Martial Arts Champion North America 2007). Officially launched at the Canadian Health Food Association trade show last fall, Prentice has been in discussion with the senior buyer of the Natural Food Division of Loblaws ever since. “They asked if we could create an all-natural version” said Prentice “which wasn’t a problem. We were going that way anyway. And they asked if we could offer a smaller size – another great idea”.

Working with their lab in P.E.I., the founders of the company had an evening of taste-testing. “If anything, the all-natural version tasted even better than the original, and still there was no clumping. It was a win-win situation for us” said Prentice. According to Prentice, it was only when she was in discussion with the editor of VIVA magazine (in regards to placing an ad) that she learned how unique this situation was. This was confirmed later with the manager at the local store.

“Hey” said Prentice, “we’ve always said we have to go big or go home! This is just the beginning for us. We know we have a superb product, competitively-priced. We can hardly wait to see people enjoy the benefits that others already experience with this protein.”

What a story. Perhaps they should rename their company, from *Creo Mundi* (Latin for Create Your Universe) to *The Little Company That Could*.

###

MEDIA CONTACT: Alison Prentice, [aprentice@creomundi.com](mailto:aprentice@creomundi.com), 905-571-3663 [www.creomundi.com](http://www.creomundi.com)