

**RE-AMPED**

Tan Out Loud

**FOR IMMEDIATE RELEASE**

**Contact – Ariel Kern  
Cell Phone – 505.238.8653  
E-mail – akern@gcigroup.com**

**BANANA BOAT MARKETS LOUDER**

**Banana Boat’s new product line promotes skin care for the holiday’s greatest thrill seeker – vacationing college students.**

LAS ANGELES, CA (October 7, 2006) – Banana Boat’s sun care line is launching its new product line April 1, 2009. The line, responding to accusations of racism in recent advertisements, shows Banana Boat’s commitment to all customers. With a new generational focus, it brings college students, especially males, back into the spotlight.

“We have a strong commitment to all our customers. We know that recent circumstances have resulted in confusion about our company’s policies,” said Banana Boat, Inc.’s Vice-President Richard Lewis. “I want all of our customers to be satisfied. I want these students to be safe using appropriate sun care products. I want to do it with equality for all.”

The new line focuses on young adult males from different backgrounds. The product’s slogan, Tan Out Loud, invites all to try Banana Boat Re-Amped.

Recent studies show that college students do not use sun care products on a regular basis. Cancer rates are higher in young men and women who do not use sunscreen in their college years. Those rates are significantly reduced in the students who use sun care products.

*Banana Boat*, a subsidiary of Playtex Products Inc.’s products, uses the technology AvoTriplex™ to help prevent long-term skin damage and sunburns. This new line offers long-lasting, oil-free sunscreen for the louder lifestyle lead by these youth. It comes in new scents for the male college students’ use.

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If you would like more information about this topic or an interview with Ariel Kerns, they are available on request. Contact Ariel Kern (505-238-8653) for all appointments or visit [www.bananaboat.com](http://www.bananaboat.com).