

Commercial News

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USA

Mr. Tumees Vitamins Prove Popular with Kuwaiti Children and Their Parents

Mr. Tumees vitamins are gaining market share in Kuwait thanks to the efforts of Ali Abdul Wahab Sons & Co. The company is its Kuwaiti distributor of the vegan, no gelatin, all-natural children's vitamin line from Vitamec USA Inc., a subsidiary of Moba Inc. in California.



Alamaldin Adi, general sales manager of Ali Abdul Wahab Sons & Co., learned about an opportunity to distribute the Mr. Tumees product line after reading about the products in Commercial News USA, the official export promotion magazine of the U.S. Commerce Department.

"Thanks to the magazine, Mr. Tumees has now been introduced to Kuwaiti children by a renowned distributor in Kuwait," said Joe Schlah, vice president of Moba Inc. "Sales of Mr. Tumees have been increasing tremendously since its introduction in Kuwait in 2002. In 2005, we expect export sales of more than \$200,000 to our partners in Kuwait."

Adi said that the Mr. Tumees line has proven successful in Kuwait because it is an all-natural, gelatin free vegetarian product. "The delicious fruit flavors, combined with vitamins and minerals, have proven to be irresistible to the children of Kuwait," said Adi. "It has also made life easier for parents who want their children to take vitamin supplements every day."

At the Kuwait Child Expo held in November 2004, the Mr. Tumees booth was a shining star in the exhibition hall. Children and their parents sampled the company's vitamins at the Expo, and were treated to Mr. Tumees promotional items, such as tattoos, balloons and autographed posters.

The Mr. Tumees dietary supplement for children and adults was developed by Los Angeles-based Vitamec USA, Inc. Thanks primarily to the worldwide visibility it receives in Commercial News USA, Vitamec is now selling its patented vitamin products in over 40 countries worldwide. "More than 80% of our annual sales are now coming from export markets we have developed as the result of using Commercial News USA as our exclusive global marketing tool," said Schlah.

Since the early 90's, the Vitamec USA R&D team has been manufacturing and distributing natural products worldwide under the Vitamec label. The Vitamec vitamin line is available in a vast variety of formulas for adults, and is available for private label as well.

"We are dedicated to providing supplements that kids love," said



Joe Schlah, vice president of Moba Inc. (right), with Alamaldin Adi, general sales manager of Ali Abdul Wahab Sons & Co.

Schlah. "Our research team has recently come up with a new multi-vitamin and mineral antioxidant, fruit and vegetable with fiber product. This is considered a breakthrough by all standards in the children's vitamin industry. Since the gelatin-free gumees contains no animal products, it is ideal for vegetarian families."

With new innovative products in the pipeline, Vitamec continues to seek new distribution partners worldwide. For more information, visit the following Web sites: www.mrtumees.com or www.vitamec.com

More information about Ali Abdul Wahab Sons & Co. is available by sending e-mail to alam@3cwe.com or online at www.aaw1.com. More information about the Mr. Tumees product line and Vitamec USA Inc. is available by sending e-mail to info@MrTumees.com or online at www.mrtumees.com

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