

BLU CIGS ANNOUNCES EXCLUSIVE PARTNERSHIP WITH JOHNSON CREEK ENTERPRISES, LLC

All blu electronic cigarette cartridges will feature proprietary 100% Made in USA Johnson Creek Original Smoke Juice Flavors

Charlotte, NC (March 22) – The two most highly regarded companies in the fast growing electronic cigarette industry, **blu Cigs** and **Johnson Creek Enterprises**, the makers of Johnson Creek Original Smoke Juice, announced an exclusive partnership today which will see all **blu flavors** crafted entirely in the USA by Johnson Creek.

Electronic cigarettes, also known as eCigs, have been lauded by smokers and many health officials as a better alternative to tobacco products.

blu Cigs president Jason Healy is clear on the importance of the partnership. “As successful as we both have been, this technology is still new and as it moves towards greater understanding and regulation, it’s important that leadership and integrity come together.”

“Johnson Creek is an American company that makes the finest e-liquid in the world,” says Healy. “We work diligently to make **blu** the best product on the market for smokers seeking a top-quality alternative.”

“We care about what our customers put in their bodies so it is imperative for us to work with the leading company whose product is **100% made in America** and not in an unregulated Chinese factory like most, if not all, of the products in the market. It’s also very important as we move down the regulatory path to have the liquid manufactured here in the U.S. under tight controls and supervision.”

Johnson Creek Original Smoke Juice is prepared **fresh by hand** start to finish by the company’s master mixers with food and pharmaceutical grade ingredients. No ingredients are added outside the Johnson Creek facilities and operations which are registered with the FDA pursuant to Section 305 of the United States Public Health Act of 2002.

“This is a great day for us,” says Johnson Creek chairman and CEO Christian Berkey. “We take pride in bringing the highest level of passion, integrity and commitment to our product. It makes perfect sense for us to partner with a company like **blu** Cigs that does the same.”

“We will continue to innovate and deliver the best product for the satisfaction of our customers.”

All current **blu** flavors – **Classic Tobacco, Magnificent Menthol, Java Jolt, Vivid Vanilla and Cherry Crush** – will be hand crafted in Johnson Creek’s Wisconsin heartland facility with the Johnson Creek flavors expected to hit the shelves in April 2010.

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About **blu** Cigs

blu is everything you love about smoking and nothing else. **blu** is the first electronic cigarette (eCig) created to give people what they really want – the sensation and feel of smoking, the

taste and the hit - without giving them what they don't want: the ash, bad breath, and lingering odor. And it does so with the attitude and fashion that fits the **modern lifestyle**. Based in Charlotte, North Carolina, **blu** is the bridge between the old tobacco economy and the new high tech reality of the new south. **blu** Cigs are sophisticated yet simple. A small atomizer heats liquid containing nicotine and exclusive Johnson Creek Original Smoke Juice flavorings to create a vapor, that looks like smoke, but which evaporates within a few seconds. The uniquely functional and attractive **blu** pack recharges the **blu** Cigs batteries while you're on the go as well as holding additional cartridges. **blu** comes in various nicotine levels including Full Flavored, Light, and Ultra Light as well as Non-Nicotine. In a mobile, high-tech world, **blu** is smoking 2.0 - eCigs for a new generation.

www.blucigs.com

About Johnson Creek Enterprises

From the vintners of Sonoma Valley to the innovators of Silicon Valley, Johnson Creek Original Smoke Juice® exemplifies what is possible when passionate people set out to make a good product better. Johnson Creek Enterprises, LLC, home of Johnson Creek Original Smoke Juice and headquartered in Johnson Creek, Wisconsin, revolutionized the e-smoking industry as the first company to produce and manufacture smoke juice in the United States. Today, the team in Johnson Creek is always working to provide new, industry leading products with a friendly, trusted smile. Johnson Creek Enterprises, LLC is an accredited Better Business Bureau business and continues to lead the e-smoking industry with the best tasting smoke juice you'll ever try and the last brand you'll ever buy.

www.johnsoncreeksmokejuice.com

Both **blu** Cigs and Johnson Creek Original Smoke Juice are strictly intended for use by committed adult smokers of legal age. Neither should be used by anyone who is pregnant or has any health concerns without first consulting the advice of a physician.