



NEWS RELEASE

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FOR IMMEDIATE RELEASE

DO YOU KNOW WHERE YOUR EMPLOYEES DO THEIR BUSINESS?

Calgary, Alberta based Potti Corp. does, in fact, they make it their business to know. Potti Corp. is the Canadian distributor of **Brief Relief™**, a unique environmentally friendly, disposable solution for a common every day problem. We've all been there, stuck in traffic, unable to leave the job site, working outdoors, or just traveling on the highway. When nature calls you need to answer. Just imagine what utility workers, letter carriers or truck drivers must endure when faced with this very same situation on a daily basis.

Now, Canadian employees, employers and the environment can all benefit from a product invented for a California utility. **Brief Relief™** is a complete personal, portable sanitation system for people on the go. It has been providing millions of American workers with a safe and sanitary alternative to holding it. Potti Corp. is bringing that same benefit to the Canadian workforce.

"The stories we've been told about employees who just can't wait are amazing", said Linda Kryski, vice-president of Sales and Marketing for Potti Corp., "bleach bottles, hard hats, trees and bushes, you name it, when the need arises creativity takes over."

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Originally designed for use by utility workers at Pacific Bell, **Brief Relief**™ and its accompanying products are available to corporations throughout Canada. “As a time saving and cost effective benefit, **Brief Relief**™ solves a very real problem for today’s outside worker” states Kryski.

The need is so real that after just 8 months of operation Potti Corp. has managed to gain the attention of every major municipality and utility in Canada including Enmax, the City of Calgary, Epcor, the City of Edmonton, BC Hydro, Toronto Hydro and TELUS.

Most people aren’t even aware of the safety issues related to delayed voiding, the medical term for “holding it”. Using cups, cans or bottles can present serious health hazards to employees. Aside from the pain, urinary tract complications and general discomfort, urine can carry numerous infectious and contagious diseases. Imagine having a container full of urine spill on your tools, the floor of your vehicle or on your clothes. In addition, having an employee caught on film relieving themselves in public is definitely not the type of publicity an environmentally friendly corporation needs.

Changing a bad habit takes time and patience, so Potti Corp. provides their clients with training and educational services as well as tools to aid in the training process. “Very few employees will change a bad habit unless they are shown a better alternative and even then it takes time to reinforce that new, positive habit before a real change takes place. You could say we not only sell a benefit but we also sell a mind set,” Kryski adds.

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