

FOR IMMEDIATE RELEASE

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YogaDirect Launches New Yoga Mats with Microban® Zinc Antimicrobial Technology

Hartford, CT, June 5, 2009 --- YogaDirect.com, the largest direct importer and manufacturer of quality yoga equipment in the United States, is pleased to announce their partnership agreement with Microban International, Ltd. The new line of Yoga Mats from YogaDirect feature a Microban® zinc based antimicrobial technology that helps to protect mats against bacteria and fungus that can cause stains and odors.

On an unprotected mat, bacteria and fungus can quickly multiply and grow. Microban antimicrobial protection works continuously keeping YogaDirect mats cleaner between cleanings. Microban zinc-based antimicrobial technology is infused into YogaDirect mats during the manufacturing process, providing 24/7 antimicrobial protection that won't wash off or wear away for the lifetime of the yoga mat.

Microban antimicrobial technologies are currently being used by over 150 leading companies around the globe, and the new Yoga Mat with Microban protection is another addition to the growing list of over 750 products now available with Microban protection.

“We are very pleased to partner with Microban to bring to market the first line of Yoga Mats featuring Microban antimicrobial protection. The new mats bring a new and important cleanliness benefit to the yoga mat market that both consumers and gym owners will appreciate,” says YogaDirect’s President and CEO, Steve Wampold.

Microban International, Ltd. is a global technology and marketing company dedicated to enhancing high quality consumer, industrial and medical products with branded built-in protection from microbes. Microban International licenses the Microban® global brand name, sells custom-engineered compounds, and provides a range of services, including regulatory and marketing support. The Microban® brand promises continuous and durable antimicrobial product protection, built-in during manufacture to not wear out for the useful life of the product. Microban International is headquartered in North Carolina with operations in North America, Europe and Asia. For more information on Microban, please contact (704) 875-0806 or visit www.microban.com.

YogaDirect.com is the largest direct importer and manufacturer of quality yoga equipment in the United States. Since launching in 1999, YogaDirect has taken great pride in its’ outstanding customer service, 100% satisfaction money back guarantee policy, low prices, and high quality. For more information, please contact Emily Nichols at 1-800-331-8233 or visit www.YogaDirect.com.

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