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Contact

Rebecca Clyde
(602) 380-9313
Rebecca@IdeasCollide.com

Gold Canyon Products Now Available in Canada

Member of Canada's Direct Sellers Association Provides New Business Opportunity

Mississauga, Ontario – January 25, 2007 – In response to customer demand for its products and business opportunity, Gold Canyon today announced entry into Canada. Regarded by thousands as the developer of the world's finest scents, home décor, and personal care products, Gold Canyon enters the Canadian market as a member of the Direct Sellers Association (DSA) of Canada.

“Extending our business into Canada is a significant step for Gold Canyon and marks the beginning of our international expansion,” says Curt Waisath, President and CEO of Gold Canyon. “We are committed to growing our business in Canada and supporting our independent sales force locally.”

Gold Canyon selected Mississauga as the home for its Canadian headquarters.

With more than 50 member companies, of which Gold Canyon is the newest, the DSA of Canada represents more than 900,000 Canadians who work in the direct selling industry. The mission of the DSA of Canada is to enhance trust, confidence, and growth in the Canadian direct selling industry through self-regulation and ethical conduct. According to a recent Socio Economic Impact Study conducted by Ernst & Young, on behalf of the DSA, direct selling accounts for \$1.96 billion—representing over 16 percent of non-store retail sales in Canada.

“The Association actively encourages strong consumer protection, both through its strict Codes of Ethics and Business Practices, to which every member company must adhere,” says Ross Creber, President of the DSA. “Gold Canyon meets all the requirements of the DSA Codes and we are pleased to welcome Gold Canyon to Canada as part of our trade association.”

In preparation for entry into Canada, the company complied with all Canadian regulations in regard to direct sales. Gold Canyon meets dual language guidelines with its product packaging. The company's catalogue and website at goldcanyoncandle.ca reflect Canadian pricing.

In establishing its Canadian operations, Gold Canyon enabled cross-border agreements, allowing Canadian Independent Demonstrators to sponsor Independent Demonstrators in the U.S. and vice-versa. Gold Canyon is one of the few direct selling companies that allows cross-border sponsorship.

About Gold Canyon

Based in Chandler, Ariz., Gold Canyon was founded in 1997 by Curt and Karen Waisath and offers an income opportunity through quality scents, décor, home and personal care. Through an independent sales force of more than 25,000 Demonstrators, Gold Canyon is committed to enriching lives with “The World's Finest”® products, developed with great care using only the highest quality ingredients. For more information, visit www.goldcanyoncandle.com.

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