

Gold Canyon Celebrates 10th Anniversary

Arizona's best-known home fragrance, décor and personal care brand celebrates a decade in business

Chandler , Ariz. – June 21, 2007. Gold Canyon, makers of one of Arizona's most beloved consumer brands, is proud to announce ten years of success at creating the "The World's Finest"® candles, body and home products.

Motivated by the flexibility afforded by a home-based business and a desire to develop a better-quality candle, Karen Waisath started Gold Canyon from her Gilbert kitchen in June 1997. A year later, Gold Canyon's loyal and passionate following had enabled the company to grow from one to over 26 fragrances in four different sizes. Today, the company counts on more than 200 fragrances and an exclusive line of home décor and personal care products. Moreover, thousands have been able to fulfill their own entrepreneurial dreams thanks to the opportunity founded by Curt and Karen.

"Starting Gold Canyon took great courage and passion but were it not for the dedication and dynamism of our 26,000 demonstrators and more than 300 co-workers, the company would not be a success," says Karen Waisath, founder of Gold Canyon. "Our products have always and will always reflect our dedication to family, charity, community and friendship; the true essence of living well."

Over the years Gold Canyon has invested heavily in the development of new technologies such as cool wax and self-extinguishing safety wicks, available in most of its candles. These advances have earned them a loyal following and status as industry trend-setter. Recently, Gold Canyon entered the Canadian market, the first step in its international expansion strategy.

Curt Waisath, co-founder and CEO of Gold Canyon added, "We are proud of our products and the value they offer to our customers. Our commitment to quality, safety and true-to-life fragrances sets us apart and makes our product truly the World's Finest®. Our core purpose continues to remain centered on providing products for personal well-being and opportunities for personal growth."

To mark the anniversary, Gold Canyon has invited the media to join them in the festivities at the Gold Canyon headquarters on 6205 S. Arizona Avenue, Chandler AZ 85248.

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 26,000 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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