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**Gold Canyon to Award over \$2.5 million in Discounts on Candle Products,
Prizes and Cash during the Summer**

*Popular scented candle company is giving away \$2.5 million in discounts and \$14,000
in total cash and prizes with its Summer's Coolest Wax promotion*

CHANDLER, Ariz. – May 6, 2010 – A leader in scented candles, body and home products, Gold Canyon is helping North America to Beat the Heat during the summer of 2010 with the Summer's Coolest Wax promotion by hiding Summer Sun game pieces worth up to \$14,000 in total cash and prizes inside the "cool wax" of their Scent Pods™ and 16 oz. Heritage collection candles. In addition, 16 oz. Heritage candles and Scent Pods shipped between May 1, 2010 and August 31, 2010 will have instant win bonus offers featuring over \$2.5 million in discounts. Customers can visit <http://coolestwax.com> for more information.

The Summer's Coolest Wax giveaway underscores Gold Canyon's cool wax used to produce its scented candles and Scent Pods, which is comfortably warm to the touch to prevent burns to children or pets. Unlike most other candle wax, which can burn when spilled, Gold Canyon's cool wax is designed to be cool in temperature. Gold Canyon is committed to developing products with safe ingredients that ensure its candles are as harmless as possible.

"We take great pride in our high quality and safe cool wax scented candles and Scent Pods that are designed to last longer and maintain a consistent fragrance," said Gold Canyon Co-Founder Karen Waisath. "Since we first began Gold Canyon, we've worked to create the best products and provide great opportunities for personal growth and well-being for our Demonstrators. We're excited to provide these extraordinary opportunities with the Summer's Coolest Wax promotion."

The Chandler-based candle company is also releasing its summer 2010 catalog this month. New offerings include additions to its flameless fragrance line with ScentMate™. ScentMate is a portable, battery powered personal fan diffuser that requires no plug or flame. Designed for use in small, personal spaces like bathrooms, closets, nightstands, and dorm or hotel rooms, ScentMate streams long-lasting fragrance into the air. In addition, the new summer 2010 collection includes the Picture Perfect Scent Pod™ Warmer – a convenient flameless system with an automatic off timer that can be personalized with a 3x3 image of your choice.

For more information about Gold Canyon's Summer's Coolest Wax campaign, its scented candles or candle accessories, please visit <http://coolestwax.com>.

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 body care. Through an independent sales force of more than 26,000 Demonstrators in North America, Gold Canyon is committed to enriching lives with “The World’s Finest®” products, developed with great care using only the highest quality ingredients. Gold Canyon continues to experience significant growth, recently expanding its operations with a 100,000 square feet addition to distribution and manufacturing facilities in Chandler, Ariz. For more information, visit <http://goldcanyon.com>.

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