

FOR IMMEDIATE RELEASE

Contact

Bridget Daly
(623) 330-9454
Bridget@IdeasCollide.com

Gold Canyon Announces New Chief Operating Officer and Chief Financial Officer
Popular candle company hires Kenneth Wallace to oversee general and financial operations

CHANDLER, Ariz. – November 16, 2009 – A leader in scented candles, body and home products, Gold Canyon has announced a new addition to their diverse senior leadership team. Kenneth Wallace was hired as Gold Canyon’s Chief Operating Officer (COO) and Chief Financial Officer (CFO). Wallace’s responsibilities at Gold Canyon include overseeing operations, human resources, financial management and information technology.

Ken brings with him broad experience from holding senior management positions in manufacturing, technology and retail companies. Over the past fifteen years, he has served as Vice President of Finance, CFO and COO for both publically traded and privately owned companies. Ken holds a Bachelor’s degree in business finance from Brigham Young University and a Master’s degree in business administration from Pepperdine University.

This year, the Chandler-based candle company has experienced significant growth, which is primarily attributed to product quality and appeal and its person-to-person sales model through dedicated Independent Demonstrators. In addition, Gold Canyon has recently launched the ***Boutique Chic™*** fine fragrance collection and a new Web site illustrating its quality home and bath and body collections. The site seeks to better serve customers by highlighting new scented candles and candle accessories and includes content with tips on extending the life of Gold Canyon candles, decorating ideas with candle accessories and suggestions on repurposing Gold Canyon jars and candle holders.

“Gold Canyon’s strategic mission this year is becoming “The World’s Finest®”, which means becoming the best we can,” said Wallace. “I’m excited and encouraged in making that happen here. Whether that’s improving the production process or assisting with business development, I want to be involved in making a difference and seeing success.”

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>.

###