

MEDIA RELEASE

December 13, 2013

**Personal Care Manufacturing Company Opens for Business in
LaSalle, Ontario**

Windsor-Essex County, Ontario, December 13, 2013 – At a media conference held in LaSalle, Ontario today, Sandra Pupatello, CEO of the WindsorEssex Economic Development Corporation and Ken Antaya, Mayor of the Town of LaSalle welcomed PAX-ALL Manufacturing Inc. to the Windsor-Essex Region.

PAX-ALL Manufacturing Inc. is a Canadian company dedicated to manufacturing and commercializing beauty & cosmetic products that are sold in more than 50 countries. The company has been in business for more than two decades and recently purchased an industrial building at 5000 Howard Business Parkway just off of Sixth Concession and opened their manufacturing plant in LaSalle, Ontario. PAX-ALL manufactures under its own product label “Aleeda” and produces a variety of personal products such as: lotions, shampoos, medical gels, anti-perspirants, baby powders and lipsticks just to name a few. It also packages products for other companies under separate brand labels. Juvenal Alvarez and Mario Merino are co-owners of PAX-ALL Manufacturing Inc. now based in LaSalle, Ontario.

Sandra Pupatello, CEO of the WindsorEssex Economic Development Corporation said, “I am delighted to welcome President, Juvenal Alvarez and Vice President, Mario Merino – heads of PAX-ALL Manufacturing to the Windsor-Essex region. It proves that our strategy of being the most business-friendly environment anywhere, is working!”

Mayor of the Town of LaSalle, Ken Antaya added, “Aleeda Inc.” decision to locate in the Town of LaSalle, is thrilling news. With an existing complement of 15 employees, and the projection that this could rise to between 20 and 50 employees, is an exciting prospect. We welcome Aleeda, their President Juvenal Alvarez and Vice President Mario Marino, to our Town of LaSalle family. We look forward to your company becoming part of our thriving community. It’s our hope that you discover that LaSalle is the “right” fit for your business, and that you experience years of success. Congratulations and we look forward to a long, prosperous relationship.”

Juvenal Alvarez, President of PAX-ALL stated, “Our company has grown over the last two decades manufacturing over-the-counter products under our own product label Aleeda, as well as, under separate brand labels, and we export to over 50 countries world-wide. We are optimistic about our move to LaSalle because this location offers much greater access to the U.S. border, and we are excited to be a part of the growing life sciences sector in the Windsor-Essex region. Mario and I are also very pleased to be situated just off of the new Parkway and the future International Bridge. We currently have 15 employees working in our new plant and once into full production, we will have close to 50 employed by PAX-ALL. We want to thank Rakesh Naidu and the economic development team for their outstanding support during our decision making efforts – and after.”

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