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Patented Micronutrient Formulation Tested with NASA and Department of Defense, Licensed to E-Cigarette Industry

Tulsa, Okla. - **Palm Beach Vapors** is announcing today that it has entered into an alliance with **The Lung Shield Group**, an exclusive license holder for **Premier MicroNutrient Corporation** (PMC).

The group is introducing two new electronic cigarette liquid products derived from a studied, tested and patented micronutrient formulation from PMC.

The first product, "LungShield Premium E-Liquid", is a micronutrient enhanced e-liquid that will launch on the company's website www.lungshield.net this month. This product will contain a micronutrient complex shown in studies to have a protective effect on the lungs. It will be available in multiple flavors.

The second product, LungShield Base, is primarily targeted at wholesalers, juice makers and big retailers in the e-cig sector.

"The LungShield Base presents a micronutrient-enhanced alternative to the existing bases currently on the market," said an executive with the LungShield Group.

Liquids currently used in electronic cigarettes are mostly composed of nicotine, food flavoring and a "base" of polypropylene glycol and vegetable glycerin.

"While we believe current bases on the market are a better alternative than smoking, there is still considerable room for improvement," said Chip Paul, CEO of Palm Beach Vapors. Chip continued, "We think the industry is ready for a base that may have additional benefits over and above the obvious. PMC has done the science, research, and testing and have created a truly marvelous product...now it will be available to our industry."

In the early 2000's, Premier Micronutrient Corporation was asked by NASA to develop a formula to address problems astronauts were experiencing with their lungs as a result of being subjected to radiation. The LungShield products are specifically derived from these formulations.

Late last winter, an e-cigarette executive and friend of Dr. Gerald Haase, Chief Medical Officer of PMC, had a series of talks that focused on the unprecedented micronutrient products that PMC had developed. The seeds were planted that would eventually bring one of the world's most advanced and coveted micronutrient formulations to the electronic cigarette industry.

Concerning its necessary strategic partnerships, a LungShield Group executive had this to say. "Knowing what we had, we knew it was most essential to form the proper industry alliances. This was a crucial factor in deciding to park our base with Palm Beach Vapors. They understand the liquid industry as well as anyone...It is a huge assurance having a partner that has been around since the infancy of our domestic market."

Paul commented that, "This will have a powerful effect on the industry. There are a ton of possibilities here. It is exciting to be working with a group so experienced in micronutrient science."

"Chip not only understands how to position LungShield but has turned out to be a major asset in terms product development. This will help us deliver other exciting products in our pipeline even more effectively. There's nothing about this industry he is not experienced in...across the board, he gets it," said one LungShield executive.

A brand like LungShield could have revolutionary impact on the e-cigarette industry.

"LungShield is introduced to the smoking world as the first strategy to incorporate a micronutrient-enhanced liquid base formulation into electronic cigarettes to mitigate potential adverse health effects. LungShield was developed to help reduce potentially injurious effects of chemicals in the vapor," said Haase.

Wellness expert Janet Brooks was asked about her view of healthy alternative e-cigarette products hitting the market. "I understand and support new and innovative methods and technology to move wellness to a new paradigm of prevention."

Brooks is the Founder of Dallas-based Fortitude Health and Wellness. Fortitude works with veterans on smoking cessation and disease risk reduction initiatives and was one of the first organizations to receive LungShield e-liquids for personal vaping use.

Palm Beach Vapors will be exclusively distributing the LungShield Base. "We believe so strongly in this base that we will be converting it into our franchise system. This base has the same properties as the existing base, is about the same price, except it's fortified with the patented micronutrient complex. Understanding what we do, it would seem irresponsible NOT to convert to it," said Paul. The base will be available on the company's website at www.palmbeachvapors.com

"We hope others are inspired to bring scientifically validated products to this market. As a whole, I think this industry has the opportunity to do far more GOOD than harm. I really hope we do it." said a LungShield Group Senior Executive.

ABOUT PALM BEACH VAPORS

Palm Beach Vapors is franchising's first e-cigarette and vapor retailer. Founded in 2013, the company has seen exponential growth that mirrors the country's interest in kicking the smoking habit. Based in Tulsa, Okla., Palm Beach Vapors has franchises in Oklahoma, California, Florida, Texas, Indiana, Missouri, Mississippi, and Alabama. Palm Beach Vapors will also open locations in Denver in Summer 2014. Palm Beach Vapors represents a true pioneering concept in a rapidly expanding space. For information about Palm Beach Vapors franchising opportunities, visit www.palmbeachvapors.com

ABOUT THE LUNGSHIELD GROUP

LSG is a manufacturer of consumer-considerate e-cigarette products. They are committed to bringing products to market that preserve the health of its consumers. LSG innovates as a boutique operation in Southern California, but is

purposed to globally impact the standards and vision of the e-cigarette industry. For more information, visit www.lungshield.net