

Press Release

Source: Changing Times Vitamins, Inc.

King Features Syndicate and Changing Times Vitamins Sign Licensing Agreement for Popeye(R) the Sailor Man in the Water Drink Category.

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SCOTTSDALE, Ariz., Nov. 19 /PRNewswire-FirstCall/ -- Changing Times Vitamins, Inc., (Pink Sheets: [SGTB - News](#)) announced today that they have signed a licensing agreement with King Features Syndicate, Division of Hearst Corporation, one of the nation's largest diversified media companies. The license gives Changing Times Vitamins (CTV) the right to produce and sell a line of water drinks and to use Popeye® and associated characters for sale and promotion of these products. CTV previously used the Popeye image in a cartoon commercial shown during this past Summer Olympics for its RecoveryX sports/energy drink with great success. CTV intends to introduce new Popeye Water for children in the very near future. Additional information can be found at <http://www.RecoveryX.com>.

Brian Jensen, spokesperson for CTV stated, "Popeye is an American icon and is known and loved throughout the world, and we're thrilled to be using him with our entrance into the children's sector of the drink market. We also plan to do joint commercials with Popeye and our sports/energy drink RecoveryX, using baseball superstar Manny Ramirez as our lead spokesperson."

About Popeye

Since his first appearance in 1929, Popeye the Sailor Man has evolved into one of the most recognizable pop icons in the world and a powerhouse in entertainment and merchandising. Popeye the Sailor Man and his pals have been sought after as spokes-characters, advertising some of the world's best-known brands in print and television campaigns around the world, including Pepsi, Kimberly-Clark, Duracell, Mazda, Toyota, MasterCard, B.F. Goodrich and Xenical. Now the No. 1 licensed character food brand in the world, the world-famous mariner has approximately 500 licensees in 50 countries who produce everything from dolls, toys, apparel and accessories, computer games and software to statues, stationery, postage stamps, puzzles, gaming machines, lottery tickets and even custom imagery for wireless downloads.

About King Features Syndicate

King Features Syndicate is a member of Hearst Entertainment and Syndication Group, which combines Hearst Corporation's cable network partnerships, television programming activities, and newspaper syndication and merchandise licensing operations. King Features is the world's premier distributor of comics, columns, editorial cartoons, puzzles and games, distributing in print and online some 150 features to nearly 5,000 newspapers around the globe. It is one of the largest and most experienced organizations in merchandise licensing and entertainment. Among its most beloved and successful classic characters are "Popeye," "Betty Boop," "Blondie," "Dennis the Menace" and "Flash Gordon." In recent years, the company has diversified and now represents properties such as the trendy apparel and accessory brand, "David & Goliath"; the publicly displayed, life-size art sculptures "GuitarMania" and "The Trail of Painted Ponies"; the conscientious-living brand, "Mutts"; and "SeeMore's Playhouse," the children's safety series for public television.

ABOUT CHANGING TIMES VITAMINS, INC.

Changing Times Vitamins is developing a line of products specifically geared to the health and energy sectors. The company currently has one primary product, RecoveryX, an all-natural recovery drink specifically targeting athletes and people with active life styles. RecoveryX contains a patent pending

algae extract that has been clinically tested in humans and animals. RecoveryX is represented by an outstanding promotional group including 12-time All Star baseball great Manny Ramirez and Worlds Youngest Strongman competitor Kevin Knee. Each of these athletes are users of RecoveryX and were prior to joining the RecoveryX Team. <http://www.RecoveryX.com>

Except for any historical information, the matters discussed in this press release contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These forward-looking statements involve risks and uncertainties. A number of factors could cause actual results to differ from those indicated in the forward-looking statements. Such statements are subject to a number of assumptions, risks and uncertainties. Readers are cautioned that such statements are not guarantees of future performance and those actual results or developments may differ materially from those set forth in the forward- looking statements. The company undertakes no obligation to publicly update or revise forward-looking statements, whether as a result of new information or otherwise.

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