

Press Release

From: Smart Apron Company, Inc. Subject: National Sales Force Formed

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Smart Apron Company Builds National Sales Force

Mesa, Arizona (April 1, 2003)– The Smart Apron Company, Inc. announced today that they have begun building a national manufacturing representative network, to assist distribution of the company's patented Smart Apron. At this juncture the company has contracted with six nationally recognized manufacturing representative agencies and two large distribution organizations. These agencies will market the product in more than 24 states, with offices located from New York City to Las Vegas. A national product launch date was set for March 10, 2003 as reps across the country received product samples, product literature, color swatches, dealer net pricing and other vital sales information.

The Smart Apron is designed to give the wearer full access to all essential work items, by offering an array of innovative features. The Smart Apron boasts special features, like two zipped pockets to secure coins and cash, four outside pockets to hold coupons and receipts, a locking clip waist band and two outer D-rings to hold tethers or computer cards. A large center pocket offers a space for a hand held computer or an order book. Since the Smart Apron is produced from a 600 denier polyester fabric its estimated life expectancy is two to three times longer than that of the standard three pocket apron. Thus, saving money and time for restaurants by eliminating several re-orders of the inferior standard apron.

The various markets for the Smart Apron include restaurant food servers, bartenders, casino staff, vendors, hotel and resorts employees, delivery personnel and nurses. The company states it has several variations of the current Smart Apron in the research and development stage. These second generation Smart Aprons will be tailored made for other occupations which do not offer such a cost effective product.

“There has not been a change in work aprons, especially in the restaurant industry, since their inception. When I saw this product demonstrated at the Arizona Lodging and Restaurant Show last year, I had to meet with the company,” said Laura Oakes, Las Vegas area sales representative. Mrs. Oakes was so impressed with the product she became a manufacturing representative for the Smart Apron Company. In addition, Mrs. Oates secured distribution through Restaurant Equipment and Supply Company (RESCO), which sells the Smart Apron in Las Vegas and Reno, Nevada, Fresno and Sacramento, California and Aurora, Colorado. A second distribution organization in New York City, the Howard Uniform Company, also sells the product via the internet and through direct sales. In addition, a recent sale of the product to Aramark, for use by vendors at Sun Devil Stadium and other related Arizona State University venues, illustrates its huge sales potential.

If the Smart Apron Company’s sales projections meet or exceed expectations, the company’s next distribution objective may involve exporting the product globally. With interest coming from uniform companies in Canada, England, Australia and the Netherlands, global sales of the Smart Apron may occur much sooner than later.

“The potential of this product is tremendous, but the true impact of the Smart Apron is how it can assist the end user by its unique set up and attention to detail. The outdated three pocket apron is no match for the Smart Apron, and we are determined to revolutionize future apron design,” says Smart Apron Company CEO, Kevin Hoy.

For further information regarding the Smart Apron, please visit www.smartapron.com or e-mail us at smartapron@hotmail.com.