

PRESS RELEASE

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SIPP READIES TO SET SAILS IN HOPES OF DISCOVERING A SAFE NEW WORLD

Pueblo, Colorado 08/28/13 (OTC NEWSWIRE) The world can seem like an ugly, unfriendly, threatening place at times. Yet, we all desire good health, wealth, and safety for our selves and the ones we love. How can one ordinary person- you-or me- make a positive difference in this world? One way, is to be kind to others. Another way is by giving what you would expect to receive. But most important is the practice of “paying it forward.” While the steps may be simple, the outcome may possibly create a sense of luck and good will that just might change this crazy world.

Several months back, a little known fledgling company, SIPP International Industries, Inc. (trading symbol “SIPN”) as listed on the OTC Markets began their quest of turning corporate America on its heels by announcing that they were going to “pay it forward” to all of their shareholders. It was their belief that today’s publicly traded corporations were meant to benefit its shareholders and not the “fat cats” that run them. They also issued statement after statement that they were going to launch a new product called PYROCHILL, a environmentally friendly fire inhibitor. Inhibitor? We’re all familiar with “fire retardant,” but who ever heard of a fire inhibitor? What is it? Is it some guy in a can that blows a whistle, raises his hands and tells on coming fire to” turn around and beat it?”

Chemical flame retardants delay the amount of time before something catches on fire. They have been used since Roman times; preventing siege towers from catching on fire. In the early 1970’s, the increasing use of flammable materials such as plastics in electrical equipment or synthetic fibers in sofas and curtains led to the wider use of flame retardants. At this time, manufacturers of appliances and furniture began to try such items as plastics for appliances and polyurethane foam and fiber-based fillings for furniture, moving away from traditional materials such as wood and metals. While these new materials provided many benefits, they had one problem - they were far more combustible and toxic than the materials they replaced. Flame Retardants are able to contribute greatly to reducing the risk of fires; providing safety in the home and in public places. Well... where’s the inhibitor?

In a typically average size town in Colorado... the birth place of George Zaharias (star of the movie “Babe”) and who could ever forget Bill Baldwin, the ring announcer in the first Sylvester Stallone movie, “Rocky.” But forget us not. It was also the birth place of one of the largest wildfires ever to consume the great lands and homes of Colorado’s citizenry. Some say, “act of God.” Others have said, “Work of the Devil.” Dan Pusedu says, “PYROCHILL.”

It wasn’t but weeks ago that SIPP unveiled its baby, “PYROCHILL” in the city of Pueblo. Demonstrations of its its ability to prevent in home fires and on a grander scale... forest fires, left people dumbfounded. The sight of a flaming blow torch held against a PYROCHILL treated Bounty paper towel that never caught on fire... left all on lookers speechless. Demonstration after demonstration; PYROCHILL treated clothing, wood, carpet, curtains, upholstery, and bedding... beat the blow torch silly. Not *one* fire would erupt that day. The only fire that could be seen was that of the blow torch hissing in its corner and out of gas.

Yes sir. Move over George Zaharias and Billy Baldwin. There’s a new kid in town. And, its everyone’s bet, that on Thursday, August 29,2013... PYROCHILL will be born to the world and Pueblo, Colorado could very well be the most popular city in the entire universe.