

With an Experienced Management Team with Strong Skill Sets, Diversified Products Company, Pacific Shore Holdings, Inc. is Well Positioned to Bring their Patented Heating and Cooling Application Thermal Aid, their 100% Natural Insecticide Nature-Cide and Energy-X Line of Products to the Marketplace

**Consumer Products
Diversified
(PSHR-OTCBB)**

Pacific Shore Holdings, Inc.

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**Matthew A. Mills
President & Chief Executive Officer**

BIO: Mr. Mills has been the President and Chief Executive Officer of Pacific Shore Holdings, Inc. since inception. Mr. Mills, the Company's Visionary, utilizes and implements his knowledge in product development, operations, business development, market-

ing and capital sourcing to position the Company for public market entrance. Mr. Mills' prior positions with publicly traded companies has been well documented and featured on CNN, CBS Radio, The Los Angeles Business Journal, The Wall Street Reporter, C-Net and many others.

Company Profile: Pacific Shore Holdings, Inc. is a multi-divisional corporation that provides a broad spectrum of services to a wide variety of sectors. Specializing in Consumer Packaged Goods, our firm draws upon years of direct, front line experience and deep, functional industry expertise to ensure our partner's and client's success. Services include; Product Development, Design, Manufacturing, Packaging, Marketing and Distribution. Pacific Shore offers full cycle management and consulting support for the Household Goods, Health & Beauty, General Merchandise and Personal Care categories. We are committed to creating and cultivating innovative, high quality products that are effective, environmentally friendly and affordable. Pacific Shore Holdings, Inc.'s scale, scope and knowledge extends to Corporate Turnaround, Business Development, Corporate Structuring, Public Relations and Capital Sourcing.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. Mills, would you tell us about Pacific Shore Holdings?
Mr. Mills: Pacific Shore Holdings is a company that manufacturers multiple

products that are for the most part green, clean, and more tolerable than other products that compete with it with the products in the categories that we are in. We have a wide variety of category of products.

CEOCFO: Is there a particular strategy to the types of products or is it opportunistic?

Mr. Mills: It has been a little of both. The strategy of the company is to develop products that are needed by consumers here in the US, that are built by our communities here in the US. Providing innovative products that address consumer issues like our Thermal-Aid product. Thermal-Aid is a pain relief product that is a 100% natural heating and cooling application, that is affordable to all walks of life. So we are a company that develops products that are inexpensive that are very effective. Moreover, we try our hardest to make them as green as possible.

CEOCFO: Are you doing this all under your own umbrella or are you taking companies into the fold, what is the business model and corporate structure?

Mr. Mills: Our real focus is developing products that are attractive to consumers, which drives them into major retail. But, with a couple of our lines, we have actually taken possession of these lines from distressed companies that really didn't have the ability to package and/or get them into distribution, that's where we jump in and take over that company, and streamline it. We cut all the fat out and we make it as lean as possible and then streamline it into our distribution after

we either repackage it or revamp the product.

CEOCFO: What are your flagship products today?

Mr. Miller: One of our products that is getting a lot of attention right now, is a product called Thermal Aid, which is a patented heating and cooling application that was originally designed and developed for the medical and veterinarian field. With a couple of tweaks and retail packaging it has made it to retail as a very unique heating and cooling pack. What makes it different from the competitors, is it is made from a bioengineered corn product that has had all of the ingredients that are attached to a piece of corn, that would normally allow mold and fungi growth removed from the product. Then it is hydrated, super-heated which allows it to hold temperatures for longer periods of time, even longer than the products found in the medical and veterinarian field. So we package this for retail, we started making presentations, we got the product on HSN, one thing led to another and now it is sweeping the country. We are seeing retail sales with partners like Costco, Walgreen's, and various other natural food and natural product stores around the country.

CEOCFO: What other products are in the pipeline?

Mr. Mills: We also have a product called EnergyX, which is a brand of energy supplement products. Over the last ten years or so, trillions of dollars have been reaped from various different energy supplements; some of those are energy drinks, some are energy shots, some are even energy pills. There is a new demand now, which is basically coming from young people between the ages of eighteen and thirty, looking for a better solution to their energy supplements that they are currently taking. Most of the current energy supplements that are in the market right now, are full of sugars and byproducts, have a strange taste and are not very healthy for you. Therefore, our company has come up with a number of products that deliver not only great taste and are better for

you, but deliver a great value for consumers. For instance, we have an energy gum product; it is called Energy-X Gum. One piece of this gum delivers fifty-five milligrams of natural caffeine and it is packed with fresh breath so you don't feel like you are doing an energy shot or a drink. You chew up a piece of gum, it is a blast of fresh breath, and you get a nice boost of energy from it. It doesn't have any calories or sugars. It is just like chewing your leading sugar-free gum, except it has a blast of energy derived from B vitamins and caffeine. There is also a strong value there for the consumer, it comes in an eight-pack and retails for \$2.99, which is a similar price as getting one shot or one energy drink, you get a week's worth for the same price. This product is being picked up; pretty much everywhere we walk in and present it. Places like Fry's Electronics, various independent gas stations convenience stores in California, Nevada, moving

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- Matthew A. Mills**

into Utah and Hawaii. We have approximately five hundred stores around the country currently selling it and distribution companies are now moving in on us, to get in the game. We also have a new Energy-X lip balm product that is unique. It is an SPF 30 lip balm infused with hoodia gordonii extract, green tea extract and natural caffeine and it comes in five tasty flavors. You wouldn't know that it has any energy qualities to it at all. It is a very clean product and it tastes as good if not better than any leading lip balm. It is very flavorful, smooth and nice. Another new addition to the Energy-X line, is called "The Juice" by Energy-X.

"The Juice" by Energy-X is a clear liquid with 100% natural proprietary blend of B vitamins, green tea and caffeine extracts. You pour a quarter ounce from the specially designed bottle into anything you are drinking, whether it is a bottled water a sports drink, you can even put it in your oatmeal. "The Juice" by Energy-X deliv-

ers seventy milligrams of caffeine and a full dose of B vitamins with virtually no taste or aroma. If you happen to be drinking alcohol with it, which I am sure you know, that many people take those leading drinks and mix them with alcohol, if you mix "The Juice" with a few alcoholic beverages you will actually avoid the hangover the next day because of the B vitamins. It gives you a good shot of all the B vitamins. I am speaking from experience here.

CEOCFO: Are you able to market Energy-X as a hangover cure?

Mr. Mills: We do not really market it that way; we talk about it in some of our signage. There are a number of hangover supplements marketed around the country currently, they basically are all liquefied B-Vitamin packs, similar to what our product has in it. One thing about our company, I will not push a product out that I do not 100% believe in and my staff believes in, we use our products daily.

CEOCFO: Is there competition for the Energy-X products or is that a new area?

Mr. Mills: We are kind of pioneering something new with this line, there are other gums that out there, I am not trying to bad-mouth any of the energy supplements that are in the retail markets. There are two different gums that we recognize as players in the field. One is called Amp Energy and the other one is called Rock Star Energy. These products both simulate an energy drink so it is not a blast of fresh breath. It tastes like you are chewing on an energy drink, which some do like, but personally is not something that I like. Our products are very well received because you don't feel like you are doing anything energy until you actually feel it, this is what make this line very unique. Test marketing revealed statements from consumers like "Wow great tasting with a good bump of energy."

Another product line that we have been doing some test marketing with a couple retail chains on the east coast, is about to really break out, is called Nature-Cide. It is a 100% natu-

ral insecticide, pesticide, and insect repellent product. It literally knocks down every exoskeleton bug that you encounter and that includes pests like ants, cockroaches, fleas, ticks, earwigs, you name it; even spiders do not like it. It does not kill spiders but they run from it, they don't like it. Pests like reptiles and rodents do not like it either; they leave the area as soon as they encounter the fumes that the Nature-Cide product expels. It is a proprietary essential oil blend, a secret blend of essential oils that include cedar oil, cinnamon oil and rosemary oil; it's basically a vast variety of essential oils that are bonded with water by using an emulsifier, which does not really let them mix. It lets the molecules from the water and oil bond, so it actually comes out in a white liquid. It actually simulates water and oil mixing with water, which normally doesn't happen. With this emulsifier, it does and it is very unique. We have a bedbug formation that is very effective, we are selling this product through very well and now we are about to push into major distribution channels. We do have a couple of small distributors on it now. This product is so unique that you can spray down your whole house and not evacuate anybody; you don't have to throw the kids out, you don't have to throw the dog out, you can actually literally spray it in the house and have everybody come right in afterwards when you are done. Just like when mom is cleaning she can wipe down the counter with it and you can come make a sandwich right after it and eat that sandwich right off the counter and it will not hurt you.

CEOCFO: Are there synergies between the products that allow you to get into the retailers more easily or is it product by product?

Mr. Mills: It is product by product. However, when we go to shows, and this is a for instance, we just did the Expo West Natural Product Show; we bring all of our products to these shows unless they are geared towards one particular area. But we brought our Thermal Aid, our Nature-Cide and our Energy-X products to the Natural Produce Show and we got multiple retailers on each of our lines and moving forward very quickly with

them. At the beginning of May, we will be attending The National Hardware Show in Las Vegas and featuring our Nature-Cide line in the Home and Garden section of the show. We will just be highlighting the Nature-Cide line, but we are going to have Energy-X in a very small section of our booth, because hardware stores sell gum and lip balm, it's kind of a "just in case" scenario.

CEOCFO: What is the expertise in Pacific Shore that allows you to be successful?

Mr. Mills: Well, in a nutshell, it's basically a group of professionals with vast experience in a multitude of areas that were eager to do something great together. Our management team recognizes each other's skill sets and each of us, stick to those core competencies and draw upon each other to balance the company as a whole. I have my expertise in a few areas and where I am lacking skill, I bring experts to the plate that allows solid leadership for the company. Our board of directors is built of a professor of mathematics; two physicians, one of which is a clinical investigator that helped us design the products and making sure that they are safe. We also have some biochemistry professionals and some pretty famous names with a whole lot of retail experience that are helping us open doors at retail on a national basis. We have a lot of great passionate people at our company, that have a lot of knowledge in a lot of different areas, which allows me to really do my job as a CEO and give me the ability to take on tasks that normally I wouldn't be able to take on, this gives me a very strong focus. Our shareholders love us because we practice a strong set of ethics and are focused on the bottom line, we are as frugal as it gets and when I say frugal I really mean it. I squeeze blood out of dimes literally. We make sure that every dollar goes long-distance and we make sure that everyone of or employees are multitaskers, so that they can jump in one department to another in case we get flooded. Over the holiday season between Costco, Walgreens and our distributors, our Thermal Aid product was going nuts. I drained every department into our warehouse, so that

we can make our deadlines. It gets a little crazy, but that is what it takes to get the job done. We are very focused on our community and focused on building our products here in the US, and we got the backing financially to get it done. We have a number of investors that share our passion, standing next to us, and it is just a really neat thing that we have created here. Our long-term focus of the company is really moving it to the public market, which is planned to happen in the next six months or so, and then growing our acquisitions and mergers division, to a place where we capture entrepreneurs that have their life savings into a product and they are just at a dead end. We want to help these people get out of that dead end, repackage their product, get into distribution and make a piece, kind of like a friendly shark tank if you will say.

CEOCFO: Do you find that people respond to the made in USA; is that important for people?

Mr. Mills: When we first started, it really did not matter when the economy was booming and doing well in 2006-2007. But now, that the economy has done what it has done, people are really turned on by made in America. People want to hear made in America, and that has been our plan all along. We are a company that is really focused on keeping things made in America while being a leader in the Green Scene. We only have one product that we ship in from overseas, and it is just because there is nobody making it here. We use to make it in America, but unfortunately, the company that was making this one particular part for a product that we have, went out of business and nobody else does this in this country. Everything else is made, basically, right here in our backyard. We try to make it here in our city, there is some stuff coming out of Iowa and Missouri, but all of our packaging and assembly is done right here in our community.

CEOCFO: Why should potential investors pay attention?

Mr. Miller: This Company is really built on investors focus, and that is the reason we are who we are, we, our management team are investors

and recognize what investors are looking for in this arena. Investors are looking for few things right now, when it comes to investing in a products company. They are looking for products that are unique, that are of a proprietary nature, that carry high margins. Next, they want to see an

experienced management that is frugal and practices heavy ethics. We built this company on those grounds. This is the reason why investors from all over the country have supported us in the last three years, to get these products into major retailer. We now have success, the company is moving

forward very quickly. We are an SEC audited company, ready to move to market and have engaged with Venture Capitalists that are bringing us the large scale dollars so that I can our Company into the open markets and really take this to the next level.



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