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Cold-EEZE® Cold Remedy Supports US Troops with Give2TheTroops Partnership

Helps Men and Women Serving in Combat Zones to Stay Healthier

DOYLESTOWN, Pa., Nov. 28, 2011 /PRNewswire/ -- **ProPhase Labs, Inc.**, the makers of Cold-EEZE [Cold Remedy](#), has partnered with Give2TheTroops, to aid in the combat against the common cold this holiday season. Hundreds of men and women serving in the Persian Gulf, Afghanistan, Kosovo and other combat and disaster-relief zones are set to receive Cold-EEZE products in personalized care packages created by the Connecticut-based non-profit in an effort to keep up not just morale but optimal health as well.

(Photo: <https://photos.prnewswire.com/prnh/20111128/NY12144>)

"Spending the holidays away from loved ones is never easy," says Ted Karkus, Chairman and Chief Executive Officer of ProPhase Labs. "Sending our product is just one, small but hopefully important way we're able to show these brave men and women how much we care about them and appreciate their brave efforts."

This holiday season, Cold-EEZE encourages its fans to visit www.Give2TheTroops.org for more information on how to donate products and/or send hand-written cards to the many men and women serving in the US military.

Cold-EEZE Cold Remedy is the #1 pharmacist-recommended [zinc cold remedy](#) and is clinically proven to safely and effectively reduce the duration of the common cold by nearly half. Cold-EEZE has recently introduced a new convenient and great tasting [Oral Spray](#) version. Just two sprays of the Oral Spray deliver the same amount of cold remedy (active ingredient zinc gluconate) as one Cold-EEZE lozenge. Cold-EEZE is available at over 40,000 fine retail locations including all major food stores, drug chains and mass retailers. To find a retailer or buy online please visit <http://www.coldeeze.com>.

About ProPhase Labs

ProPhase Labs is a diversified natural health medical science company. It is a leading marketer of the Cold-EEZE® cold remedy brand as well as other cold relief products. Cold-EEZE® zinc gluconate lozenges are clinically proven to shorten the duration of the common cold by nearly half. Cold-EEZE® customers include leading national retailers, food, chain drug and mass merchandise stores, wholesalers and distributors, as well as independent pharmacies. ProPhase Labs has several wholly owned subsidiaries including a manufacturing unit, which consists of an FDA registered facility to manufacture Cold-EEZE® lozenges and fulfill other contract manufacturing opportunities. ProPhase also owns 50% of Phusion Laboratories, LLC ("Phusion"). Phusion licenses a revolutionary proprietary

technology that has the potential to improve the delivery and/or efficacy of many active ingredients or compounds. Phusion will formulate and test products to exploit market opportunities within ProPhase's robust over-the-counter distribution channels. For more information visit us at www.ProPhaseLabs.com.

About Give2TheTroops.org

Give2TheTroops® is a 501 (c) 3, tax-exempt, non-profit organization that sends care packages and letters to our deployed and wounded military troops in combat and disaster relief zones. It is non-political and supports all branches of the service. Founded in December of 2002, by a U.S. Marine wife, the organization has grown to branches in several states. Since 2002, G2TT has sent more than 117,000 large boxes (averaging 65 lbs. each) to approximately one million American military troops deployed in the Persian Gulf, Afghanistan, Kosovo and other combat zones and disaster relief zones.

www.Give2TheTroops.org

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