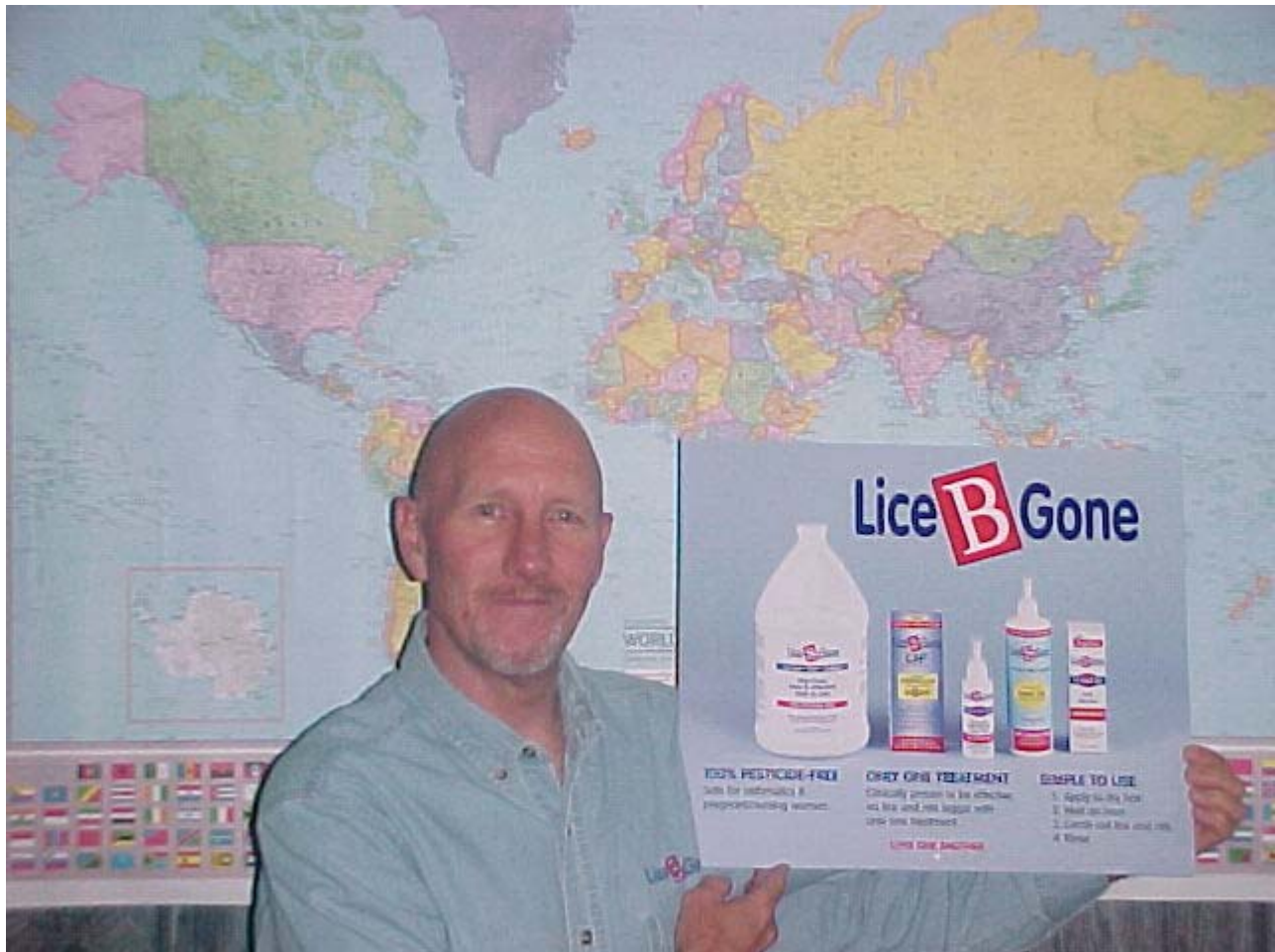


Safe Effective Alternatives, Inc.

Jim Rompel wants to change the world and he is starting in Canada. Mr. Rompel is the founder and President of Safe Effective Alternatives, Inc. (www.s-e-a.net), the Belleville, Illinois manufacturer of Lice-B-Gone™, a safe, non-toxic, 100% pesticide-free lice, nit and scabies treatment. Lice-B-Gone™ effectively removes lice and their eggs (nits) without harmful pesticides or irritating chemicals. The product is also effective on body lice and crab lice. The product is safe for pregnant women, nursing mothers, young children and people with asthma, who cannot tolerate other pesticide-based products. SEA also makes Flea 'n Tick B Gone for pets, and it, too is 100% pesticide-free. The company's mission is "to offer safe, effective alternative products that enhance the lives of people and pets and help protect the purity of our environment."



Head lice is a world-wide problem, as the parasite is easily spread from person to person when they share clothing, personal items, the same coat hook, hats, or through close physical contact. Children miss school, and parents spend money on expensive and dangerous pesticide-based products that need several applications to destroy the parasite. Clinical trials have shown that

Lice-B-Gone™ is effective in one treatment, costing less than \$2.00 per use, without harmful side effects compared to other pesticide-based products on the market. It is even covered by Medicaid in some states (IL, MI). Mr. Rompel feels the product's low price is an important factor because "the people who need this the most can usually afford it the least."

The firm, founded in March 1999, has grown considerably in the last two years. Sales tripled last year, and are on target to triple again in 2004. Initially marketed to school nurses, who see the vast majority of head lice cases at the start of the school year, sampling has been a very effective method to introduce the product to new clients. Lice-B-Gone™ is sold directly through its web site, at major drug stores including Eckerd Drugs and Walgreen's, at health food stores, hair salons, supermarkets and at selected Wal-Marts in the Midwest region.

Mr. Rompel is more than the company's best salesman; he feels he can change the world with this natural product. The firm is actively involved in several missionary projects, where he donates the product to hospitals and schools in third world countries, as well as to homeless shelters, orphanages, free clinics and women's crisis centers. His zeal is heartfelt. On every bottle of Lice-B-Gone™ are the words "Love One Another" which summarizes his personal philosophy that "all must care for self, neighbor and the planet."

But before Mr. Rompel could banish head lice from the planet, he needed advice on how to export Lice-B-Gone™. He turned to several branches of the Illinois Small Business Development Center network for assistance. Mr. Rompel took advantage of several seminars, roundtables and workshops on international trade sponsored by the International Trade Center of Southern Illinois University Edwardsville Small Business Development Center (SBDC). The director of the Center, Silvia Torres, also used the company as a class project for her International Business class to determine which countries would be best to start exporting the product. After a semester of research, the students recommended that Canada be the first target.

Before launching into exporting, Mr. Rompel needed to classify his product and with the help of Mary Anne Rogerio and Tom Hagle of the Illinois Department of Commerce and Economic Opportunity's (DCEO) International Trade Center in Chicago, he was able to identify a classification that fit the product. To learn more about the benefits of trading with Canada under the North American Free Trade Agreement (NAFTA), Mr. Rompel attended a seminar given by John Kolmer, the NAFTA trade specialist at the Bradley University NAFTA Opportunity Center (NOC). Both organizations, the SIUE and Bradley University NOC, are supported by the Illinois Department of Commerce and Economic Opportunity and the US Small Business Administration. As a result of all of these contacts, Mr. Rompel met with the Illinois Trade Office staff in Toronto for assistance in identifying an exclusive distributor for the product in Canada. A meeting was arranged for Mr. Rompel and several companies interested in becoming the exclusive distributor in Canada. After reviewing all the materials, Mr. Rompel signed an agreement with Seaford Pharmaceuticals Inc., and the first order was shipped in December 2003. The firm anticipates more international sales this year, and is beginning to explore other exporting opportunities, to bring this natural product to more people around the globe.

The Bradley University NAFTA Opportunity Center and the Southern Illinois University Edwardsville International Trade Center are both members of the Illinois Small Business

Development Center network working in partnership with the Illinois Department of Commerce and Economic Opportunity and the US Small Business Administration.