

Topical BioMedics, Inc has signed

Nancy Kerrigan and Ivan Lendl as Spokepersons

Lou Paradise, Founder of Topical Biomedics, and StarGames President Jerry Solomon announced a new multi-platform deal intended to provide wide exposure for Topical BioMedics' Topricin brand.

"We're delighted to be working with Topricin on such a broad basis. We look forward to our continued relationship with Topical BioMedics as the Topricin brand grows" said Solomon.

Topricin is an FDA-regulated over the counter natural medicine recommended by doctors, chiropractors and physical therapists as a treatment for repetitive motion and trauma/sports injuries, muscle pain, joint pain, and chronic back pain. The topical formula aids in the healing process by improving blood flow to the injured tissue and draining toxins and fluids that build up, thus stimulating the body's ability to heal the damage that is causing the pain.

In addition to sponsoring the Countdown Desk of StarGames' new series Countdown To Sports and the third season of Nancy Kerrigan's World of Skating, which resumes in November, Topricin also sponsors Ivan Lendl's "Perspectives" on the Tennis Channel. The product, endorsed by both Lendl and Kerrigan, will also be seen in various broadband and DVD features.

"We developed Topricin out of my own need to cure Carpal Tunnel Syndrome and found that it has tremendous application for athletes at every level," said Paradise. "Through our relationship with Nancy, Ivan and StarGames, we hope to continue to alleviate pain for athletes around the world." For more information on Topricin, visit www.topricin.com or call 1-800-959-1007.