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CK41 Direct Inc. Enters into Multimillion-Dollar Worldwide Direct Marketing Campaign to Sell Anti-Acne Product

Joint Venture Partner Projects First Full Year's U.S. Gross Revenues to Exceed \$100 Million

eFoodSafety.com Inc. (OTCBB: EFSF) and CK41 Direct Inc. jointly announced today the signing of a joint venture agreement. CK41 Direct Inc. is a firm engaged in the marketing, production and distribution of infomercials. The board of directors of CK41 boasts several infomercial successes, such as "Ab Away Pro," "Body by Jake" fitness products and "Rapid White" tooth whitening system. Other successes include the "Ab Sculptor" with more than \$100 million in sales and the "Ab Doer" with sales in excess of \$350 million.

The agreement calls for CK41 to handle and fund all aspects of the production, distribution and marketing of the anti-acne product, whose leading competition in the marketplace had sales in excess of \$300 million last year.

eFoodSafety.com Inc. will soon announce the branded and trademarked name of the product, as well as its high-profile celebrity spokesperson. Within the next 60 days, CK41 will commence the scripting and production of the infomercial.

"CK41 anticipates estimated revenue at more than \$100 million in gross sales in the first full year of the infomercial's national roll-out in the U.S. market alone," stated Christine McDonald, president and CEO of CK41 Direct. McDonald further stated, "Worldwide appeal for the product could easily approach \$200 million as the leading competitor's sales have already exceeded \$300 million last year."

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