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JUICE BOX HEROES LANDS NATIONAL DISTRIBUTION DEAL

NewSound Music Picks Up "No Sugar Added"

What started as a fun idea to inspire the young kids of 2 Northern California brothers has now reached national status. Juice Box Heroes announced that they've agreed to terms to have their debut CD "No Sugar Added" distributed by the top children's music distributors in country, NewSound Music. NewSound, a division of Allegro Music, distributes some of the top children's music artists in the country, including Laurie Berkner, Dan Zanes and Ralph's World.

"We couldn't be more pleased with being associated with NewSound," said Craig Coane of Juice Box Heroes, "we hope toy store owners around the country will appreciate our music and make it available to their customers!"

Heralded as *song favorites for parents, fun new lyrics for kids*, Juice Box Heroes takes the very best songs from the past and parodies them for young kids. The CD includes remakes of songs like Rick Springfield's "Jessie's Girl" ("*Puppy's Fur*"), J. Geils Band's "Centerfold" ("*One Year Old*"), and Lynard Skynard's "Sweet Home Alabama" ("*Sweet Dreamin' Pajamas*").

"From all the great feedback we've heard from parents and kids around the country," said brother Scott Coane, "we're thrilled that there's a new way to get our CD to more families."

Their debut CD *No Sugar Added* has already been recognized as a winner of Dr. Toy's "Best Picks/New Products" Award and their unique creative music for kids is quickly spreading across the country. Visit Craig and Scott at www.juiceboxheroes.com or contact NewSound Music at 800-288-2007 or sales@newsoundmusic.com.