

# MATRIX INITIATIVES, INC.

## *Corporate Timeline*

- 2005** In July, Matrixx Initiatives, Inc. announced that net sales revenues for the first half of 2005 increased 30% versus net sales revenue for the first half of 2004. In addition, for the 12 weeks ended June 12, 2005, retail sales (three-outlet syndicated scanner data; not including our customer Wal-Mart) of Zicam products increased approximately 62% while the total cough/cold category increased only 13% compared to the same period last year.
- 2004** Matrixx Initiatives, Inc., achieves income growth of 30% for 2004. Over the past four years, the Company has had a compound annual growth rate of over 53%, placing Matrixx's revenue growth in the top 10% of NASDAQ-listed companies.
- 2003** On July 24, Matrixx Initiatives, Inc. celebrates its first million dollar sales day. Total sales for 2003 reach \$43.5 million, an 85 percent increase above 2002.
- 2002** The company is reincorporated in Delaware and changes its name to Matrixx Initiatives, Inc., to reflect the company's new strategic focus.
- Gel Tech, LLC changes its name to Zicam, LLC to better reflect the importance of the Zicam brand on the company's operations and ongoing product development strategy.
- Gel Tech, LLC receives its second patent that protects the Zicam<sup>®</sup> Cold Remedy product formula and delivery system until 2018.
- 2001** The company sells substantially all of its chewing gum assets and business to the Wm. Wrigley Jr. Company and refocuses entirely on the development, production, and sale of innovative drug-delivery systems for over-the-counter (OTC) pharmaceuticals.
- The company acquires its joint venture partner's interest in Gel Tech, making Gum Tech the sole owner of Gel Tech, LLC, and its nasal gel technology, including Zicam<sup>®</sup> Cold Remedy and Zicam<sup>®</sup> Allergy Relief. Carl J. Johnson joins Gum Tech as CEO.
- 2000** Gel Tech, LLC receives its first patent in June. The method to be covered by the patent serves as the basis for Zicam<sup>®</sup> Cold Remedy.
- 1999** The company forms Gel Tech, LLC with a privately owned joint venture partner to produce, market, and distribute health related products, including Zicam<sup>®</sup> Cold Remedy and Zicam<sup>®</sup> Allergy Relief.
- 1996** The company completes its IPO at which time its common stock begins trading on the NASDAQ National Market under the symbol "GUMM."
- 1991** Matrixx Initiatives, Inc. is originally incorporated in the state of Utah under the name of Nekros International Marketing, Inc. as an innovative developer and manufacturer of specialty chewing gum products for nutrient and drug delivery. The company later changes its name to Gum Tech International, Inc. and moves to Phoenix, Arizona.

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