



*Car-Freshner*® Corporation

21205 Little Tree Drive • P.O. Box 719 • Watertown NY 13601-0719 • USA

Manufacturers of the world-famous "Little Trees" since 1952

1-800-545-5454  
(315) 788-6250  
Fax: (315) 788-7467  
[www.little-trees.com](http://www.little-trees.com)

## News Release

### Give Smokers the Message with New "Little Tree" Air Freshener!

WATERTOWN, NY – Let smokers know their habit isn't welcome with a new "Little Tree" air freshener from Car-Freshner. The No Smoking "Little Tree" air freshener features popular "no smoking" graphics and a clean, fresh Crisp 'n Cool scent that let people know they shouldn't light up.

Anti-smoking sentiments are gaining traction across the U.S., with a total of 2,650 municipalities restricting smoking. Twenty-six states have laws prohibiting smoking in the workplace, restaurants, bars or any combination of the three and five more states have similar laws scheduled to go into effect in 2008 and 2009. Across the world, nine Canadian provinces and territories prohibit smoking in restaurants and bars, along with Great Britain, Ireland, Norway, Uruguay, New Zealand and most of Australia.

The No Smoking "Little Tree" air freshener is available on 1-pak rack cards at 144 per master case; 3-pak rack cards at 96 per master case; and 6-pak rack cards at 24 per master case. This product is available for immediate shipment.

For more information, please e-mail Car-Freshner at [info@little-trees.com](mailto:info@little-trees.com) or visit our website at [www.little-trees.com](http://www.little-trees.com).