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FOR IMMEDIATE RELEASE

Mack's® Ear Plugs Celebrates 10-Year Partnership with Extreme Swimmer Pedro Ordenes

WARREN – October 31, 2013 - Mack's® Earplugs is celebrating its 10th year partnering with Pedro Ordenes and his Water World Swim organization. Based in San Francisco, Water World Swim has been offering open-water swimming events and training programs for over 15 years. Some of their programs include the "Swim with Pedro" weekly workouts and training sessions, regular Alcatraz crossings and instructional clinics, the "New Waves" program for young swimmers with an interest in open water swimming, and numerous open water races and events.

Pedro Ordenes is one of the world's premier open-water "extreme" swimmers and coaches, with certifications by both the American Swim Coaches Association and World Swim Coaches Association. Pedro has organized open water swims around the world, from the San Francisco Bay to his home country of Chile. He is the inspiration and instructor of the "Swim with Pedro" weekly workouts. "Pedro is not only a true advocate of our products, but also a friend of the Mack's® family. Like many, we are truly inspired by his dedication and accomplishments," says Pete Benner, Mack's® National Sales Manager.

Sixty-six year old Pedro braves some of the coldest and most challenging open water swimming courses nature has to offer, wearing only a swimsuit, cap, goggles and Mack's® Earplugs. Pedro touts the many benefits of Mack's® Ear Plugs, which he considers key equipment, to his students/athletes during his open water swimming seminars and training sessions around the world. Ironically, Pedro's passion for swimming came about as a result of a near-drowning incident that took place when Pedro and his brother were children. It was that incident that inspired Pedro to vow to learn to be a great swimmer.

Keeping body temperature stable to prevent hypothermia is the hardest and most dangerous obstacle open-water swimmers face when swimming in colder waters. By sealing out frigid water from the ear canal, swimmers are able to keep their body temperature up, help prevent swimmer's ear, surfer's ear, and cold water-induced dementia, a debilitating effect that can occur when very cold water enters the ear canal. Mack's® Pillow Soft® Earplugs and Mack's® AquaBlock® Earplugs provide a very comfortable, waterproof seal which helps prevent these health hazards.

Some of Pedro's amazing accomplishments include: oldest person to swim across the Strait of Magellan (3 miles in life-threatening 39° F waters), oldest person to cross Chile's Beagle Channel and 2nd ever to complete the round trip, completed the swim from Alcatraz Penitentiary to the San Francisco Bay shore more than 969 times, English Channel relay crossing, and 4-Time World Triathlon Championship Ironman Finisher.

For more information and a list of upcoming races/events, Alcatraz crossings and swim clinics, visit www.waterworldswim.com.

About McKeon Products, Inc.

Since 1962, McKeon Products, Inc. has led the retail ear care industry with its original and #1-selling Mack's® Pillow Soft® silicone ear plugs. Mack's® is the #1 doctor recommended ear plug brand in the U.S., with a variety of products designed for sleep, travel, music, swimming and overall noise reduction. Mack's® is also the #1-selling brand of ear plugs and the official ear care line of USA Swimming.

Today, McKeon manufactures a full range of moldable and pre-molded silicone and foam earplugs for all your hearing protection needs. The Mack's® line of products also includes ear drying aids, earwax removal aids, nasal devices, sleep masks, ear muffs, and screen and lens wipes. McKeon, an ISO 9001:2008 quality certified company, is committed to supplying the highest quality, innovative products at the lowest possible price.

For more information, please contact:

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