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FOR IMMEDIATE RELEASE

Coral LLC Hires Paul Kaplan as Sales Representative for the Western Region *Natural Products Industry Veteran Aims to Educate Consumers, Expand Retail Representation*

CARSON CITY, NV (October 19, 2012) – [Coral LLC](http://www.CoralCalcium.com), the original U.S. producer of eco-friendly, above-sea coral mineral products, welcomes Paul Kaplan as sales representative for the Western region, effective

September 15, 2012.

Kaplan will help to increase the brand's presence in the mainstream retail market, including large chain stores, as well as help Coral LLC build a team of brokers to represent the product line in strategic areas in the West.

With a BS in Nutrition and Food Science from San Diego State University and 18 years of industry experience with such companies as American Nutraceuticals, Matrix Health Products, Inc., and Paino Organics, Inc., Kaplan brings a wealth of knowledge and expertise to the Coral LLC team. Additionally, having successfully introduced innovative products and new

brands to the mainstream market many times before, he will contribute to managing and communicating the Coral brand within a growing natural products consumer base.

"Educating the consumer is critical for moving forward in retail," Kaplan said. "As a respected speaker, trainer and educator in the natural products field, I hope to bring clear direction to the Coral team to aid the company in expanding awareness about the rich benefits of above-sea coral mineral products."

Alberto Galdamez, director of sales at Coral, LLC, said that Kaplan's nearly two decades of experience in the retailing, brokering, distributing, and manufacturing fields of the natural products industry and his specialization in nutritional supplements make him a perfect fit for Coral. "With a reputation for effective negotiation and success in sales, we know Paul will be a valuable asset to Coral's continued growth."

Coral LLC, the leading brand of coral minerals, is the original coral mineral company in the U.S., using only eco-friendly "above sea coral." The company is located at 38 Diamondback Way, Carson City, NV. To learn more about the complete line of products visit www.coralcalcium.com or email Alberto Galdamez at alberto@coralcalcium.com. For more information, images or samples media may contact On the Horizon Communications at (805) 773-1000, or email holly@thepressroom.com.

