



For Immediate Release

GNC Expands Sexual Health Line with Ultra-premium Divine 9 Personal Lubricant in Top Producing U.S. Stores and Website

Divine Corporation Dramatically Increases Retail Distribution of its Doctor Tested and Doctor Recommended Sex Lube Made from Sea Algae Extract and Other Natural Ingredients

August 4, 2010, Orlando, Florida – Divine Corporation, a fast-growing natural health products company with a proprietary formula for an ultra-premium personal lubricant, announced today that their namesake product, Divine 9 Water-based Personal Lubricant, is now available at General Nutrition Centers, Inc. (GNC). In addition to promoting and selling Divine 9 within their top 600 retail stores, GNC will also make Divine 9 available on GNC.com. Divine 9 is on the shelves of select GNC stores now and can also be [purchased online](#) at GNC.com.

“Divine 9 has very special properties never before available in a personal lubricant,” said Dean Fresonke, CEO of Divine Corporation. “We look forward to working with GNC and helping their customers discover the joy and excitement of using Divine 9. We appreciate how the GNC team came to recognize the unique aspects of Divine products and chose to make Divine 9 one of the very first personal lubricants ever carried in GNC stores.”

Divine 9 retails for \$14.99 and is available in a 4 oz bottle with an elegant finger-tip closure. GNC customers should ask for Divine 9 by name at their favorite GNC location and request it be rushed from the GNC warehouses if it is not yet on the shelf.

About Divine Corporation

Divine Corporation is dedicated to making intimate situations as enjoyable as they possibly can be. Intensive research has created a line of personal lubricants that use safe, natural ingredients that customers love. Divine personal lubricants are The Ultimate in Pleasure & Protection™. Count on Divine Corporation to continue to bring you innovative new products which you can trust to be simply the best.

FOR FURTHER INFORMATION, PLEASE CONTACT:

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