



SOURCE: Dewmar International BMC, Inc.

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Dewmar International BMC, Inc. Gains Distribution Channel for Lean Slow Motion Potion™ in Trinidad & Tobago

HOUSTON, TX--(Marketwire - Feb 11, 2013) - Dewmar International BMC, Inc. (OTCQB: [DEWM](#)) (OTCBB: [DEWM](#)) proudly announces that it has successfully acquired sales and distribution in the country of Trinidad & Tobago via C.I.L. Marketing Limited. "This is part of the Dewmar International's 2013 initiative to expand the distribution of Lean Slow Motion Potion™ Premium Relaxation Beverage globally," says CEO & President, Dr. Marco Moran.

The United States continues to be Trinidad & Tobago's leading supplier, accounting for approximately 22.8 percent of T&T's imports in 2012. Trinidad and Tobago's financial system is well-organized and regulated. These are several reasons why Dewmar International stated that they were comfortable in doing business with C.I.L. Marketing Limited. Within the first two months of distribution, Dewmar International has already shipped multiple containers of Lean Slow Motion Potion™ to Port of Spain for national distribution across Trinidad & Tobago.

"After reviewing all of the available relaxation beverage brands from the United States, we chose LEAN Slow Motion Potion™ to introduce to our consumers because all 3 flavors of LEAN -- Purp, Yella and Easta Pink -- taste great. Furthermore, we agreed that the clever urban marketing strategy utilized by Dewmar International in the U.S. would be an automatic hit among the Trinidad & Tobago general populous which embraces the highly popularized American hip hop music genre," says, Marc Cheekes, Managing Director of C.I.L. Marketing Ltd.

"Consumers here on the islands have been very receptive to the brand, especially its functional effectiveness which creates a popular relaxed 'swagger-like' feel that makes them proud to walk around with a can of *LEAN* in their hand." He continues, "Retailers love the fact that the brand yields extremely high margins per unit and has tremendous repeat sales." Apparently, Lean Slow Motion Potion™ is creating a tremendous buzz in T&T which is a vast change from the energy drink charged market that is predominantly ruled by Red Bull and Monster.

Dr. Moran stated that Dewmar International is proud to partner with CIL Marketing Limited as they have straight-forward business acumen, are easy to work with, have a solid distribution history and most importantly, they have proven themselves to be effective in heavily promoting the brand while attaining tremendous success. "Both companies look forward to a long mutually beneficial relationship," said Dr. Moran.

About CIL Marketing, Limited.

C.I.L. Marketing Limited has been in business since 1964. It is a 3rd generation company which has a 36,000 sq. ft. warehouse, and 12 vehicles for delivery. They service the entire country on a



daily basis with a popular variety of snacks, pet foods and beverages to a number of supermarkets, C-Stores and pet specialty shops. CIL Marketing Ltd has made a 100% commitment to thoroughly promote the launch, advertisement and distribution of Lean Slow Motion Potion™ in Trinidad and Tobago for all of 2013 and 2014 in an effort to make the brand a household name when it comes to relaxation drinks.

About Dewmar International BMC, Inc.

Dewmar International BMC, Inc. is an American-based new product development, manufacturing and marketing company. Dewmar's primary business strategy has been in creating exceptionally high profit-margin functional foods and beverages. The Company's flagship product, *Lean Slow Motion Potion*®, whose three flavors are Yella, Purp and Easta Pink, is rated as one of the top 3 national selling relaxation beverages of the purported 30 plus relaxation brands that are currently available in the U.S. market.

For more information about our Company please visit us at www.DewmarInternational.com If you are a distributor or retailer acquiring about purchasing our product for resale, please contact Dr. Marco Moran at 1-877-SIP-LEAN or 1-877-747-5326. If you are an Investor please contact us at InvestorRelations@DewmarInternational.com

This news release contains forward looking statements within the meaning of the Securities Litigation Reform Act. The statements reflect the Company's current views with respect to future events that involve risks and uncertainties. Among others, these risks include the failure to meet schedule or performance requirements of the Company's contracts, the Company's liquidity position, the Company's ability to obtain new contracts, the emergence of competitors with greater financial resources, general economic conditions and the impact of competitive pricing. In light of these uncertainties, the forward-looking events referred to in this release might not occur.

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