



*Car-Freshner*® Corporation

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

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## News Release

### Relive the Past with New Retro Air Fresheners

WATERTOWN, NY – Relive the '60s and '70s with new RETRO™ air fresheners from Car-Freshner Corporation! Two psychedelic designs – Flower and Peace Sign – will appeal to millions of baby boomers who lived through the Flower Power era and to younger generations who are grooving to its shapes, sounds, styles and colors for the first time.

Even today, the peace sign is one of the most instantly recognizable pop-culture symbols. Flowers were also widely used as a sign of peace and adorned everything from patched jeans to VW buses. The colors, styles and music from that era are making comebacks in the fashion, automotive, entertainment and retail industries. Peace Sign has a Berry Blast scent and the fragrance for Flower is Spring Blossom.

The "Little Trees" are the most recognized and respected brand of air fresheners in the world and are made from only the highest-quality ingredients. The first "Little Tree" was produced in 1952 and its distinctive design remains a sign of quality today. The "Little Trees" have become a cultural icon, appearing in movies, TV shows, comic strips and advertisements.

Car-Freshner now manufactures over 40 different "Little Tree" fragrances and a variety of other air fresheners, including pump sprays, aerosols and novelty items. Check out all of Car-Freshner's products at [www.little-trees.com](http://www.little-trees.com). For updates on "Little Trees" Racing, visit [www.littletreesracing.com](http://www.littletreesracing.com).