



DESERT WHALE

JOJOBA COMPANY

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A Bountiful, Beautiful Thirty Years **Desert Whale Jojoba Company Celebrates Landmark Anniversary**

TUCSON, Arizona, January 19, 2008-- Is sustainability sustainable? Can turning thirty fill a business with still more energy and passion? One Tucson company offers a resounding, emphatic yes.

Desert Whale Jojoba Company was founded in 1978 at a time when sperm whales were being decimated, and a native desert plant was being rediscovered. As the versatile properties of the jojoba plant were revealed, a new vision was born: renewable raw materials for the personal care industry.

Just how grassroots were the origins of Desert Whale? The founders spent their first years gathering wild jojoba seed by hand. When the opportunity arose, the company purchased land, became a certified organic producer, and rapidly emerged as a leader in the research and development of jojoba applications.

If promoting natural beauty has been the company's mission, preserving nature's bounty has been its focus. Desert Whale embraced the spirit of sustainability long before it was fashionable. The company continues to meet the demands of health-conscious consumers while advancing the highest standards of responsible, renewable agriculture.

Now entering its fourth decade, Desert Whale remains committed to expanding the uses of the versatile, native jojoba plant. According to President Soraya Rohde, "*We will continue to do our part in making the world a more beautiful place.*"

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