

# Former SC Johnson Division President Brian Tuffin Joins Fuse Science as President and COO

MIAMI, May 5, 2011 /PRNewswire/ — **Double Eagle Holdings, Ltd.** (Pink Sheets:[DEGH.pk-News](http://DEGH.pk-News)) announced today that its wholly owned subsidiary Fuse Science, Inc. ([www.fusescience.com](http://www.fusescience.com)) has added Brian Tuffin as President and Chief Operating Officer.

In this capacity, Tuffin plans to leverage his 24 years of management experience in the consumer products, private equity, investment banking and medical product industries to lead Fuse Science in its pursuit of major product endorsements from top athletes and celebrities, as well as licensing agreements with industry-leading consumer products manufacturers to bring Fuse Science's innovative technology to consumers worldwide.

Since 1988, Tuffin has held leadership positions in sales, brand management, new product development, acquisitions and global business development for such leading multinational companies as Procter & Gamble, PepsiCo, Kraft General Foods, and SC Johnson. Tuffin served as president of SC Johnson's largest business unit outside the United States, leading the Canadian company to year-over-year financial results that outperformed all 72 SC Johnson subsidiaries in three of the five years he was at the helm. Tuffin also spent significant time helping to build SC Johnson's commercialization efforts throughout the globe, expanding distribution capabilities, customer relationships and new products in Latin America, Europe and Asia. Tuffin is an alumnus of both The Ohio State University and the Harvard Business School.

"Brian Tuffin's remarkable track record of developing businesses throughout the world make him ideally suited to execute our company's global growth strategy," said Fuse Science CEO Adam Adler. "Brian's entrepreneurial spirit greatly enhances an already strong executive board and management team, and our shareholders are incredibly fortunate to have him. His addition also positions us well as we seek to attract more of the world's best executive talent to complete our management team."

Fuse Science has developed new technologies in concert with major research institutions that significantly accelerate the conveyance of nutrients, minerals and medicines into the body. This delivery system can be employed in numerous consumer products to improve effectiveness over pills and liquids. These breakthroughs will deliver energy, nutrition, medication, skin care and many other products with faster absorption, quicker results and better efficacy.

"If you can imagine a more effective energy drink or your vitamins now delivered in a single drop under the tongue – or your prescription medication, your kid's cough syrup, or an endless number of over-the-counter products now safer, faster and more effective in a single drop. This is where we're going," said Tuffin. "I'm involved because of the true significance of this technology and how it will change how consumers consume several products in many categories."

Based now out of their new offices in Aventura, Florida, the company has begun pursuing major endorsements and licensing agreements that will expedite the introduction of major new products

and the Fuse Science technology in markets around the world.

## **About Double Eagle Holdings**

Double Eagle Holdings (Pink Sheets:[DEGH.pk](#) – [News](#)) is an innovative consumer products holding company and the parent company of Fuse Science, Inc. Fuse Science is the developer of patent-pending conveyance technologies poised to redefine how consumers receive energy, medicines, vitamins and minerals, delivering their benefits faster and more effectively than ever before. Information about Fuse Science is available online at [www.fusescience.com](#) or by calling 305-503-FUSE (3873).

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