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Canned Oxygen, "Big Ox," Now Available At Express Marts *First Northeast Market to Sell Canned Pure Oxygen*

DeWitt, NY – Express Mart, a New York State convenience store and gas retailer, has added Big Ox canned oxygen to its already diverse product line. Big Ox, which is produced in Springfield, Mo., has been available in West and Midwest U.S. markets since May and only recently began distributing the product nationwide. Express Mart is the first retailer east of the Mississippi to offer the product.

"We are really excited about this," stated Jerry Straub, Express Mart's marketing manager. "We see canned oxygen as the next big thing. It sounds funny now but, 10 years ago we were laughing at the idea of bottled water."

Once a trendy fad at Oxygen Bars, scented pure oxygen has been highly successful in a single use, disposal product in Japan and only recently became available in the United States. Big Ox is 93% oxygen-enriched air. The normal air we breathe is approximately 21% oxygen. Higher oxygen levels in the blood can promote an increase in energy and alertness so you can work harder, play longer and perform better. Oxygen has been shown to stimulate the senses and invigorate you when you are tired.

Big Ox dispenses pure oxygen in two different scented flavors, Tropical Breeze and Mountain Mint. Big Ox pure oxygen is available in a single-use, disposable oxygen dispensers providing approximately 30-40 breaths of 93% pure oxygen. Each unit of Big Ox retails for \$19.99.

About Express Mart

Express Mart is a chain of convenience stores and is wholly owned and operated by Petr-All Petroleum Corporation. Founded in 1975, Petr-All Petroleum is a wholesale supply and distribution company of gasoline and diesel fuel. Express Mart was created in 1989 as a way to better serve the customer by not just offering gasoline, but all convenience needs. Since then, Express Mart has grown to over 50 retail outlets throughout Upstate New York as well as several franchise locations. Express Mart puts the customer first and is constantly seeking out new ways to bring you Around The Clock Convenience. For more information, visit www.expressmart.com.

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