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FOR IMMEDIATE RELEASE

HAPPY COMPANY CEO MAKING KINDNESS THE FIRST ORDER OF BUSINESS WITH MOUSE SIDEKICK

*Successful CEO, Who Teaches “Work Is Love Made Visible,” Is Starting A Movement Of Kindness With
Fictional Mouse Named “Charlie”*

Mark Juarez, CEO of The Happy Company and creator of the world’s best-selling massage tool - the Happy Massager - built a successful business on tenets such as “Integrity Before Profit” and “Work Is Love Made Visible.” Through his newest creation, "Charlie’s Thinking Cheese," he is eager to bring those same business principals, and more, out into world in what he calls “a movement of kindness across the globe.”

"Charlie’s Thinking Cheese" is an inspirational gift book set centered on a mouse named Charlie whose kindness, generosity and appreciation for others overcomes every obstacle with which he is challenged. A far cry from the usual self-improvement and inspirational books found in most progressive workplaces, "Charlie’s Thinking Cheese" is a brief novella written parable-style for readers of all ages and it comes packaged with Inspiration Cards to keep, Appreciation Cards to give away and Charlie Notes to surprise others if anonymous appreciation is more your style.

It’s no secret that happy employees are more effective employees. Juarez learned this first hand through The Happy Company and he is working to encourage kindness, generosity, appreciation and similar values not only in the workplace, but in people’s everyday lives as well. Through a limited release of "Charlie's Thinking Cheese" in partnership with local San Francisco Bay Area Borders Bookstores, enthusiasm for the movement has already begun.

Juarez is also reaching out to businesses, trade unions and professional organizations across the country to spread the “kindness” vision by offering free public and private talks by Juarez himself. He is also looking for charities and non-profits whose ideals are in line with Charlie's Thinking Cheese - in an effort to practice what they preach, The Happy Company is offering a small number of pre-press, limited edition gift sets to support those organizations at the grassroots level working towards a kinder, more appreciative, happier world!

About the Author and The Happy Company

The Happy Company was founded in 1992 by Mark Juarez on the idea that ‘All Is Possible!’ and the hope to create a happier, healthier world. Juarez has been commended for his alternative work programs, his efforts to build community within the workplace and his ability to strike an optimal balance between profitable business management and social responsibility. You can find more information at www.thinkingcheese.com.

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If you’d like a complimentary, limited edition, pre-press copy of Charlie’s Thinking Cheese, or to schedule an interview with Mark Juarez, please email charlie@thinkingcheese.com.