

Activeion (Europe) GmbH
Rütistrasse 3
CH-5400 Baden
Karin Mugnaini Girault
+41 22 533 00 30
karin.mugnaini@activeion.com

Wednesday, January 27th 2010

Page 1

ACTIVEION ANNOUNCES OPENING OF EUROPEAN OFFICE

Activeion (Europe) GmbH commences operations as the wholly owned subsidiary of Activeion Cleaning Solutions, Rogers, Minnesota, USA

Baden, Switzerland – Activeion Cleaning Solutions LLC, Rogers, MN USA is proud to announce its new European subsidiary, Activeion (Europe) GmbH. Activeion (Europe) GmbH will distribute and market the ionator EXP™ throughout Europe, the Middle East and Africa. Activeion's ionator EXP™ is a handheld, on-demand, completely chemical-free cleaning tool that activates and converts tap water into ionised water, a powerful dirt-removing and bacteria-killing product.

The ionator EXP™, slightly larger than a spray bottle, can be used on most surfaces including glass, stainless steel, wood, carpet, natural stone, marble and clothing. In fact, it can replace many general-purpose chemical cleaners commonly used for these types of surfaces.

Independent third-party lab results certify that when used as directed, the ionator EXP™ kills 99.9% of harmful common bacteria such as E.Coli, E.Coli 0157:H7, VRE, Pseudomonas, Salmonella, Staph, MRSA, Listeria and the 2009 H1N1 influenza A virus, in six seconds. With the ionator EXP™, cleaning professionals everywhere can save time, reduce costs, and protect the environment and people.

“Given the increasing focus in Europe on environmentally safe products, we're pleased to be launching this chemical free cleaning product and contributing to helping Europeans further reduce their carbon footprints,” comments André G. Krell, General Manager of Activeion (Europe) GmbH. “We have test results proving the environmental benefits of switching to Activeion's products—benefits which include 97% less acid rain, 99% less global warming, 99% less smog, 99% less ozone depletion, 98% less air pollution, 99% less energy consumption and 100% less water pollution.”

Krell adds, “The unit will retail for 269 Euros, excluding VAT and shipping, and is available immediately in Europe, Middle East and Africa. Initial target markets for the ionator EXP™ are education, retail, hospitality and healthcare.”

About Activeion (Europe) GmbH:

Activeion (Europe) GmbH, located in Baden, Switzerland, is the European subsidiary of Activeion Cleaning Solutions, LLC, headquartered in Rogers, Minnesota, USA. Activeion is a privately held cleaning technology company created to revolutionise the cleaning industry through the manufacturing, marketing and distribution of advanced cleaning technologies and products. Addressing the ever-growing need for sustainable cleaning, Activeion's ionised water technology solutions are ideal for offices, hotels, hospitals, schools and private residences. For more information, visit www.activeion.com.

Page 2

Copyright 2010 Activeion Cleaning Solutions, LLC.

Patents pending, Activeion Cleaning Solutions, LLC, and Tennant Company.