

PRESS RELEASE

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CEREALUS LEADING THE WAY IN SUSTAINABLE CHEMICAL REPLACEMENT TECHNOLOGIES

Maine-based Cerealus Continues to Trail Blaze with Manufacturing of HOLDOUT™, a Plant-Based Replacement Technology for Harmful Fluorinated Compounds

WATERVILLE, ME—February 25, 2009— With increasing oil prices, a growing global economy, the threat of global warming and a fast-moving green revolution, transformative scientific research and ecologically conscious product development is now more relevant than ever before. One such company—Cerealus Holdings, LLC,—is revolutionizing the sustainable chemistry industry with innovative research and development. Maine-based Cerealus develops biodegradable, renewable, plant-based materials to replace synthetic compounds, using cutting-edge science and research to unearth sustainable solutions for current and emerging market opportunities. With seed grant support from the Maine Technology Institute and innovative research conducted by Cerealus, the company has developed “HOLDOUT™,” a bio-based formulation to replace fluorinated compounds in paper-based food packaging products.

The only polymer of its kind on the market, HOLDOUT™ is a water-based, grease and oil resistant coating additive developed for a variety of consumer and industrial applications, including use in coatings for paper products, food grade paper and board packaging. It is a non-toxic, biodegradable and competitively priced replacement for fluorinated compounds, which the Environmental Protection Agency (EPA) has expressed concern about due to the toxicity and pervasiveness of these chemicals. The EPA has undertaken the largest review in its history to discover how these chemicals and by-products harmfully effect the environment and humans.

HOLDOUT is readily available from renewable, plant-based materials and made from a by-product of corn. Manufactured in the United States, it is “generally recognized as safe” by the Food and Drug Administration. Some suggested applications include fast food wrappers, cookie bags, deli paper, freezer

paper, microwave popcorn bags, pet food bags, fast food containers, donut boxes, pizza boxes and liners, and other applications where oil and grease resistance is required.

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Unveils "HOLDOUT™" and other Sustainable Technologies

Founded in 2004 by Chemist Tony Jabar, Cerealus partners with the University of Maine Process Development Center (PDC) to develop numerous non-toxic, bio-based, sustainable applications that could potentially transform a variety of chemical applications. In addition to HOLDOUT, Cerealus develops a number of other sustainable technologies, including Agricultural Mulch Film, a biodegradable, environmentally-friendly, paper-based alternative to poly plastic mulch currently used by farmers in the United States to cover over three million acres of agricultural crops each year. Other technologies include compost bags that are odor, water and grease resistant; biodegradable greenhouse film; construction, household, and general purpose plant-based adhesives; and a plant-based coating binder used to replace oil-based, synthetic binders.

To contact Cerealus Holdings, LLC for more information, visit www.cerealus.com or call 207.649.1147. To schedule an interview with Tony Jabar or any other Cerealus team member, contact ByrdHouse Public Relations, LLC at 843.853.9120 or info@byrdhousepr.com.

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