

PRESS RELEASE FOR IMMEDIATE RELEASE

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CEREALUS HOLDINGS, LLC, INTRODUCES HOLDOUT™, A NONTOXIC ALTERNATIVE TO POTENTIALLY HARMFUL FLUORINATED COMPOUNDS FOUND IN FOOD PACKAGING AND FOOD GRADE PAPER

WATERVILLE, ME—February 25, 2009— Maine-based Cerealus Holdings, LLC, is revolutionizing the sustainable chemistry industry by using cutting-edge science and research to unearth sustainable solutions for current and emerging market opportunities. In response to the largest review in history recently undertaken by the U.S. Environmental Protection Agency (EPA) over the potential toxicity of the synthetic chemical **perfluorooctanoic acid (PFOA)**, Cerealus has developed **HOLDOUT™**, a non-toxic, bio-based chemical replacement technology. PFOA is used to make fluoropolymers, substances with special properties that have thousands of important manufacturing and industrial uses, including fire resistance and oil, stain, grease and water repellency.

The EPA began investigating PFOA because it was being found at very low levels both in the environment and in the blood of the general U.S. population and has caused developmental and other adverse effects in laboratory animals. In 2006, the EPA classified PFOA as a “likely human carcinogen,” and began a program to eliminate PFOA production by 2015. Additionally, recent legislation introduced in California addressed the the issue of toxic chemicals, and specifically PFOA, in food packaging, making this an issue that not only applies to manufacturers, but to consumers as well.

HOLDOUT™ serves as viable alternative to the potentially toxic PFOA used in the food packaging and fast food industries, and its current applications include microwave-popcorn bags, cookie bags, pet food bags, deli paper, pizza box liners, bakery bags, french fry containers, burgers boxes and sandwich wrappers. Biodegradable and competitively priced, 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.

To contact Cerealus Holdings, LLC for more information about HOLDOUT™, 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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