

PRESS RELEASE
For immediate release

BIO SPECTRA
ATTITUDE®
CERTIFIED ECO-FRIENDLY

ATTITUDE® : THE FIRST LINE OF ECO-CERTIFIED, CARBON-NEUTRAL HOUSEHOLD PRODUCTS

NEW PRODUCTS. NEW IMAGE. NEW PACKAGING.

Montreal, May 5th, 2009 — ATTITUDE® products are once again pushing the envelope for eco-responsibility by becoming the world's first and only line of household products that are both eco-certified and carbon neutral. Taking a firm stand against global warming, ATTITUDE® is consolidating its position as an ecological pioneer in the cleaning products industry. And that's not all! ATTITUDE® is also introducing new products with an all-new look!

UNCOMPROMISINGLY EARTH-FRIENDLY

"Last year, when we obtained North America's most respected environmental certification, EcoLogo[®], we took a giant leap forward and proved that the ATTITUDE® line is, in fact, a truly eco-friendly alternative when it comes to household products," explained Jean-François Bernier, Bio Spectra CEO. "Today, by embracing the strict and rigorous scientific criteria of carbon neutrality, we are taking yet another huge step ahead. Not only do ATTITUDE® ecological products protect our health, our environment and our eco-systems, they now also play an active role in fighting climate change caused by human activity, an issue that concerns everyone who takes to heart the future we share."

A BOLD NEW FACE!

ATTITUDE® now boasts an all-new image designed to highlight its ecological merits and more effectively appeal to consumers. The new pure white containers feature colourful, ecologically relevant animals, such as the polar bear and the panda. ATTITUDE® products will have greater visibility on store shelves, making them easier to distinguish. Their carbon-neutral status will also be mentioned alongside the EcoLogo[®].



NEW PRODUCTS!

Three new products have recently joined the ATTITUDE[®] family: a natural air purifier designed to fight air pollution in the home, an antibacterial disinfectant for higher risk surfaces and pre-measured pouches of our dishwasher detergent. These three new items round out the existing line in the ATTITUDE[®] product family, a collection designed to meet the wide range of household cleaning needs without compromising the environment. A detailed information sheet listing our products, prices and retailers is attached.

THE NEXT BEST THING TO PLANTING A TREE YOURSELF!

In concrete terms, for ATTITUDE[®], being carbon neutral involved first analyzing and tabulating all greenhouse gas emissions (GHG) resulting from the company's overall activities. This included the production and distribution of its products, the activities of its subcontractors and suppliers and the business travel of its staff. This information was then used to modify the existing organizational processes in such a way as to reduce to a maximum GHG emissions, an objective absolutely vital for ATTITUDE[®], which strives to live by its environmental mission. Its most recent objective of reducing its GHG emissions by 25 percent before 2011 is a bold move for ATTITUDE[®], especially given its already great track record in this area. In fact, it has previously reduced its GHG emissions by 11 percent since March 30, 2008. The centralization of production and changes in transportation practices are two examples of concrete actions carried out so far to achieve this goal.

To neutralize the inevitable remaining emissions, ATTITUDE[®], in cooperation with Earth Day and following tested carbon offsetting measures, will purchase forest credits that will be used to fund reforestation efforts. The result: a greener planet and a ZERO carbon footprint for ATTITUDE[®] products and those who use them.

ATTITUDE[®]: DEDICATED TO THE ENVIRONMENT

Day after day, ATTITUDE[®] products are proving that going "green" can still be good business. Thanks to a coherent, comprehensive approach that conscientiously integrates the multiple facets of environmental protection, ATTITUDE[®] offers THE truly eco-friendly alternative when it comes to household products. They enable consumers to adopt an environment-friendly lifestyle and make sound ecological purchasing decisions by selecting products manufactured right here at home.

ABOUT BIO SPECTRA

Bio Spectra is a Canada-based company that specializes in the development of eco-friendly alternatives to popular household products. The company's mission is to promote eco-responsible consumer behaviour by offering high-performance cleaners that minimize the negative impact on our health and the environment. Its line of ecological household products, ATTITUDE[®], is available in more than 2,500 retail locations in Canada (Metro, Super C, Jean Coutu, IGA, Sobeys, Wal-Mart, Pharmaprix, London Drugs, Canadian Tire), in the United States (Whole Foods Market, Jewel-Osco, Amazon.com) and in Japan (<http://www.attitude.co.jp/>). Bio Spectra has its head office in Montreal, QC, and a production plant in Saint-Eustache, QC.

Jean-François Bernier, CEO, Benoit Lord, COO, and Hans Drouin, R&D Director, join forces to fulfil the Bio Spectra mission: to promote changes in consumer behaviour by offering genuine eco-friendly alternatives.

-- 30 --

NOTE TO MEDIA

Product photos available upon request and under "Media" at www.cleanattitude.com.

For more information, please contact Josiane B  tit at 514 831.0276.

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