

FOR IMMEDIATE RELEASE

**GREENEARTH<sup>®</sup> AND XEROS<sup>®</sup> ANNOUNCE PARTNERSHIP TO OFFER  
REVOLUTIONARY LAUNDRY TECHNOLOGY TO THE DRY CLEANING INDUSTRY**

*Xeros Offers Step Change Advantages in the Cost and Environmental Impact of Laundry Cleaning*

**New Orleans, LA (June 18, 2009)** – Today at the world’s largest textile care exposition, GreenEarth Cleaning, LLC and Xeros, Ltd. announced a new partnership to bring “virtually waterless” laundry cleaning technology to the retail dry cleaning industry. Xeros is the brand name for a patented laundering process that replaces the majority of water with reusable polymer beads, reducing the water and electricity required for effective cleaning. Three years of laboratory testing confirms that the Xeros cleaning process cleans as well as conventional washing while requiring 90% less water and operating with a substantially lower electricity burden. GreenEarth, which currently licenses its patented silicone-based dry cleaning technology around the world, will have exclusive rights to distribute the Xeros technology throughout North America to retail dry cleaners. The partnership will enable dry cleaners using both cleaning processes to have the lowest overall carbon footprint possible.

“We are excited to introduce this revolutionary technology here at the Clean Show, almost ten years to the date when we first introduced the GreenEarth technology at the 1999 Clean Show in Orlando,” says Ron Benjamin, GreenEarth Cleaning Managing Director. “We honestly believe Xeros will change the way we launder clothes while helping to conserve our fresh water supply. What a remarkable concept—wet cleaning that no longer sends water down the drain.”

**BREAKTHROUGH TECHNOLOGY**

Xeros was developed and patented after 30 years of research by world-class polymer scientists at the University of Leeds, which is home to one of the UK’s most advanced textile institutes. The brainchild of Professor Stephen Burkinshaw, a color and textile chemist renowned for his work perfecting the science of anchoring dyes onto fabric, Xeros is an innovative application of reverse-science. “Stains behave just like dyes,” said Burkinshaw. “And nylon polymers have an inherent polarity that attract stains. Picture how white nylon garments can get dingy over time as dirt builds up on the surface despite repeated washing.” In designing the Xeros cleaning process, Professor Burkinshaw harnessed the property of polymers to transform under humid conditions and become absorbent. “Dirt is not just attracted to the surface, it is locked into the center. This is exactly what happens when Xeros nylon beads are gently tumbled with dampened garments.”

The tiny nylon polymer beads are designed to gently but fully penetrate into a large wash load. Only a small amount of water is required to dampen the garments, loosen stains and create the water vapor that activates the “molecular magic” of the beads. The beads are then tumbled with the clothes, allowing the polarizing properties of polymer to attract and absorb dirt. Once diffused into the bead itself, stains are locked away from the garment, preventing re-deposition.

**THE PARTNERSHIP**

GreenEarth Cleaning will be the exclusive licensor of the patented Xeros technology to retail dry cleaners in North America; it will also have the right to license to existing GreenEarth Affiliates in every country around the world. GreenEarth was selected from literally hundreds of interested parties to be Xeros’s distribution partner; like-minded principals led early on to mutual respect and collaboration between the two companies. “Our partnership with GreenEarth is a critical piece to this project,” said Bill Westwater, Xeros’ Chief Executive Officer. “They are not only experts in licensing and marketing environmentally sound technologies, they stand apart in the dry cleaning community as a company genuinely committed to creating solutions and new opportunities.”

The Xeros cleaning system is still in development and machines are not yet available. The technology was demonstrated at the Clean Show using a proof-of-concept machine—much like the GreenEarth technology was unveiled ten years ago at the 1999 Clean Show. Target launch date for commercial machines is late 2010; they will be validated in the marketplace through Affirmation Site Testing. Machine prototype development is being led by Cambridge Consultants, a world-class engineering and design firm known for its highly successful rapid prototyping protocol—taking new technologies from proof-of-concept to manufacturability in record time. The Xeros Affirmation Phase will be designed to quantitatively confirm the cleaning efficacy and operational cost savings of the Xeros process and will be patterned on the highly successful GreenEarth rollout, which also utilized Affirmation Site Testing in a phased-in process during calendar year 2000. License fees and bead costs will not be determined until all operational criteria are qualified and a profitable ROI for retail dry cleaners can be established.

#### **About Xeros®**

Xeros, Ltd. is a new company focused on the development of “virtually waterless” clothes cleaning. Harnessing over 30 years of research by Professor Stephen Burkinshaw and the University of Leeds, Xeros is the brand name for a patented polymer based cleaning that creates step change advantage in the cost and environmental impact of aqueous wash cleaning. The name Xeros and the slogan “The power of polymer cleaning” are registered service marks of Xeros, Ltd. Please visit [www.xerosltd.com](http://www.xerosltd.com) for more information about the Xeros technology.

#### **About GreenEarth® Cleaning**

GreenEarth Cleaning, LLC is the world’s largest branded solution provider for environmentally friendly dry cleaning. Their patented dry cleaning technology is licensed by more than 1400 dry cleaners worldwide. GreenEarth will have exclusive distribution rights for Xeros patented cleaning technology and polymer beads for all retail dry cleaners in North America, as well as worldwide distribution rights for all existing GreenEarth Affiliates. The name GreenEarth, the GreenEarth logo, the slogan “You’ve never worn anything like it” and the slogan, “It’s Good for Everybody” are registered service marks of GreenEarth Cleaning, LLC. For more information, visit [www.greenearthcleaning.com](http://www.greenearthcleaning.com).

#### **About Cambridge Consultants**

Cambridge Consultants develops breakthrough products, creates and licenses intellectual property, and provides business consultancy in technology critical issues for clients worldwide. For nearly 50 years, the company has enabled its clients to turn business opportunities into commercial successes, whether launching first-to-market products, entering new markets or expanding existing markets through the introduction of new technologies. They have a team of over 300 engineers, designers, scientists and consultants, in offices in Cambridge (UK) and Boston (USA). In 2009, the company was awarded the prestigious Queen’s Award for Enterprise in International Trade. For more information visit: [www.CambridgeConsultants.com](http://www.CambridgeConsultants.com).

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