

# News

Winning Brands Corporation  
Clean with a Clear Conscience.

## Winning Brands Expands KIND™ Laundry Detergent Range with Gentlr™ Technology for Sensitive Skin

**New York, NY. Dec 23, 2013** — Winning Brands Corporation (WNBD.OTC.PK) [www.WinningBrands.com](http://www.WinningBrands.com) has commenced production and delivered the first run of a new one-Gallon SKU for its KIND® Laundry Detergent with enhanced proprietary Gentlr™ Technology formulation for consumers with sensitive skin – a growing consumer concern. The first commercial retailer of the one-gallon KIND format is existing KIND partner MotherEase Diapers, a North American direct-to-consumer manufacturer of high-quality cloth diapers. [www.Mother-Ease.com](http://www.Mother-Ease.com). The new one-gallon size with Gentlr™ Technology builds on feedback from mothers who appreciate KIND's ability to deliver superior comfort to the baby after materials laundered with KIND Laundry Detergent and Fabric Softener come into contact with baby's skin. Consumer desire for greater convenience in shopping/dispensing has been the impetus to launch the Gentlr™ formulation in the 1 gallon SKU. KIND Laundry Detergent in one-gallon containers, which are compatible with high efficiency washing machines, delivers a minimum of 128 laundry loads per bottle. This strikes a balance between conventional concentration and ultra-concentration in the comfort zone preferred by the majority of consumers. *(Package shown in Wire Photo)*

The KIND brand of laundry products, including KIND Laundry Detergent and KIND Fabric Softener, was conceived to serve all consumers who need or want special sensitivity in their laundry experience. This is delivered through products whose mission is to be non-reactive to skin, safe on colours and gentle to the fabrics being laundered. KIND sets a higher standard for these metrics than conventional laundry products and is targeted toward discerning customers. Winning Brands encourages Choose to Care™ consumer feedback, a Winning Brands Quality Circle concept which is at the heart of idea sharing between Winning Brands, its technical partners and consumers.

Winning Brands CEO, Eric Lehner, comments further: "Although Winning Brands is known primarily for its lead product, 1000+™ Stain Remover, World's Most Versatile Cleaning Solution™, we have additional brand solutions, such as KIND. Industry experts know that chemical sensitivity is a growing problem. Continual improvements to KIND Laundry Products have made them a real accomplishment in this regard. That's why KIND has become a delight to its loyal customers. The new gallon format and Gentlr™ Technology of KIND Laundry Detergent gives us a head-start to the coming year, during which additional product technology and business innovations will be introduced to our product line overall. We look forward to achieving greater awareness of KIND Laundry Products amongst consumers and are confident that this will occur. As a team, we have a lot in us to give because we are passionate about the work we do."

Mr. Lehner maintains a CEO weblog for the benefit of shareholders at [www.WinningBrandsCorporation.com/blog](http://www.WinningBrandsCorporation.com/blog). It is a journal of the company's mission, providing answers to many shareholder questions and is a regular source of public information pertaining to the company pursuant to SEC Fair Disclosure guidelines.



**ABOUT WINNING BRANDS CORPORATION:** Winning Brands is a manufacturer of record for advanced cleaning solutions such as KIND®, 1000+™ Stain Remover, World's Most Versatile Cleaning Solution™, and others through its subsidiary Niagara Mist Marketing Ltd. 1000+ is an alternative to conventional cleaning solvents with unique desirable properties. [www.1000Plus.ca](http://www.1000Plus.ca). The remarkable multi-cleaner characteristics of 1000+ Stain Remover for household, commercial and industrial applications can be seen on Facebook: [www.facebook.com/1000PlusStainRemover](http://www.facebook.com/1000PlusStainRemover) and YouTube. 1000+ Stain Remover is available coast-to-coast in Canada in some of that country's largest retailers including Walmart, Home Depot, Canadian Tire and Home Hardware, as well as a number of U.S. outlets.

**PRODUCT INFORMATION and INTERVIEWS:**

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