

## Winning Brands To Begin SEC Registration Process

**New York, NY - January 24, 2013** — Winning Brands Corporation (WNBD: OTCPK) [www.WinningBrands.com](http://www.WinningBrands.com) announces the appointment of the law firm of Bart & Associates, LLC for the purpose of undertaking registration of Winning Brands and its shares with the United States Securities & Exchange Commission. A formal engagement to commence the registration process has been signed on behalf of Winning Brands by its CEO, Eric Lehner and by Ken Bart Esq., on behalf of Bart & Associates. The registration will be approached by means of an S-1 filing. Practical work will start immediately. S-1 filings must be approved by the U.S. Securities and Exchange Commission in order to become effective.

Winning Brands CEO, Eric Lehner, comments: “If the SEC approves registration of Winning Brands shares, it will be a truly significant milestone for the company and its shareholders. Over the past few years we have progressed upward through the filing tiers at [www.OTCMarkets.com](http://www.OTCMarkets.com) to the “Current Information” tier. Through this registration process, we demonstrate in concrete terms a commitment to continue elevation to higher tiers within the public space. Despite the increasing compliance burden, there are advantages. Positive funding options are technically available to registered entities, especially if combined with uplisting to higher trading tiers, that are not available to exempt non-reporting issuers. Also, a much larger proportion of the investing public and investment professionals will be able to act on their interest in Winning Brands and participate in its mission. We look forward to the renewed momentum for the company and its products, that this development will bring.” Mr. Lehner maintains a CEO Weblog for the benefit of shareholders at [www.WinningBrandsCorporation.com/blog](http://www.WinningBrandsCorporation.com/blog).

**ABOUT WINNING BRANDS CORPORATION:** Winning Brands is a manufacturer of advanced cleaning solutions including 1000+™ Stain Remover, World’s Most Versatile Cleaning Solution™, an alternative to conventional cleaning solvents. 1000+ Stain Remover is a Schedule Contract Holder under the U.S. Government’s General Service Administration. [www.WinningBrandsGOV.com](http://www.WinningBrandsGOV.com). The brand’s interesting household, commercial and industrial cleaning characteristics can be seen on [Facebook](#) and [Youtube](#). Consumers in Canada and the United States can find 1000+ Stain Remover in a variety of retailers, large and small. In Canada this includes Walmart, Home Depot, Lowe’s, Home Hardware and Canadian Tire amongst others. In the USA, availability and testing sites include the online service of The Home Depot, select Ohio locations of Lowe’s, Duane Reade division of Walgreens, participating members of Do it Best hardware stores and a variety of other retailers. 1000+ Stain Remover is also available at select retailers internationally.

The phrase “World’s Most Versatile Cleaning Solution” and 1000+™ Stain Remover are trademarks of Niagara Mist Marketing Ltd., Division of Winning Brands Corporation.

### **PRODUCT INFORMATION and INTERVIEWS:**

**Winning Brands Corporation:** Jean Wursten-May, Assistant to the CEO  
220A-11 Victoria Street, Barrie, Ontario, Canada L4N 6T3  
Tel: (705) 737-4062 Fax: (705) 737-9793 [jean@winningbrands.ca](mailto:jean@winningbrands.ca)