

# News

Winning Brands Corporation  
Clean with a Clear Conscience.

## Winning Brands eDropShip Program Activated by America's Largest Independent Hardware Distributor - Orgill

**New York, NY, July 23, 2013** — Winning Brands Corporation (WNBD.PK) [www.WinningBrands.com](http://www.WinningBrands.com) maker of the World's Most Versatile Cleaning Solution™, 1000+ Stain Remover, [www.1000Plus.ca](http://www.1000Plus.ca) announces that America's largest independently owned hardware distributor, Orgill, has launched Winning Brands' eDropShip program on the Orgill online service platform, effective today. This service is available to approximately 6,000 Orgill hardware store accounts, with centralized Orgill invoice payments. In practical terms it means that for the first time any of the 6,000 Orgill store accounts can place an order for Winning Brands' 1000+ Stain Remover directly from their store computer. Winning Brands will receive order information electronically and will provide shipment details back in the same format. Payments to Winning Brands will be made by Orgill rather than the individual stores. [www.Orgill.com](http://www.Orgill.com)

Winning Brands CEO, Eric Lehner, describes why this is good for the company: "Our product being available to every Orgill account through their store computer gives Winning Brands new relevance to Orgill's large account base of hardware stores. Winning Brands had formerly only had access to a fraction of the account base through a paper based procedure. This development has significant potential. It also means that Orgill sales representatives can more easily generate opening orders when the reps visit stores and it makes re-orders hassle-free for the stores. Furthermore, being an authorized Orgill eDropShip Partner will increase the visibility of Winning Brands within Orgill and create greater awareness. It is our mission that 1000+ Stain Remover becomes a household name, a favourite in its category and a consumer brand success story. Gaining practical working access to Orgill's 6,000 hardware store accounts is a big step in the right direction. Building a consumer product brand across the continent is a challenge, so this sort of development is a strong affirmation that our goal can be achieved. We fully expect that 1000+ Stain Remover will become a regular item in millions of households one day. We have a terrific concept in being the World's Most Versatile Cleaning Solution™. We are a perfect fit for DIYers, Pros, and people from all walks of life who have messes to get rid of and want the convenience of a "reach for it first" solution with unique qualities. With today's eDropShip activation, we have to get in the trenches and spread the word within the Orgill account base that the World's Most Versatile Cleaning Solution™ is now merely a few key strokes away from their store. It's a very good development to build on."

Mr. Lehner maintains a CEO journal for the benefit of Winning Brands shareholders at [www.WinningBrandsCorporation.com/blog](http://www.WinningBrandsCorporation.com/blog). It serves as an overview of operational highlights, provides plain spoken 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 advanced cleaning solutions including 1000+ Stain Remover, World's Most Versatile Cleaning Solution™, through its subsidiary Niagara Mist Marketing Ltd. [www.1000Plus.ca](http://www.1000Plus.ca) 1000+ is an alternative to conventional cleaning solvents and is considered to have unique desirable properties. 1000+ Stain Remover is a Schedule Contract Holder under the U.S. Government's General Service Administration [www.WinningBrandsGOV.com](http://www.WinningBrandsGOV.com) and is now registered with the U.S. Department of Defense EMALL. The innovative stain remover and multi-cleaner was known during early marketing as Winning Colours. The brand's remarkable cleaning characteristics in 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 and a growing number of U.S. outlets. Winning Brands intends to launch complementary products to its existing channels and expand its reach into additional sectors of its marketplace. The company's goal is that 1000+ and its other Winning Brand peer products become household names and favourites in their categories. Additional key brands include CLEAN1 Hard Surface Cleaner, KIND Laundry Products and ReGUARD4 bunker gear cleaning solutions for firefighters.

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

Richard Inza, Investor Relations, Winning Brands  
Telephone: (954) 364-7772 E-Mail [richardinza@gmail.com](mailto:richardinza@gmail.com)  
Corporate address: Winning Brands Corporation  
220A-11 Victoria Street, Barrie, Ontario, Canada L4N 6T3  
Tel: (705) 737-4062 Fax: (705) 737-9793 [jean@winningbrands.ca](mailto:jean@winningbrands.ca)

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