

## **Miele Limited to Distribute BRILLIANT™ Wet Cleaning Solutions from Winning Brands**

*Miele Limited adopts full-service capability for Professional Wet Cleaning*

**Toronto, Ontario. August 19, 2014** — Winning Brands Corporation (WNBD.OTC.PK) appoints Miele Limited [www.Miele.ca](http://www.Miele.ca) as its exclusive distributor for Winning Brands' BRILLIANT™ Professional Wetcleaning Solutions [www.BrilliantWetCleaning.com](http://www.BrilliantWetCleaning.com) in Canada. Arrangements become operational on September 15, 2014. The development provides Miele Limited with full in-house service capability for all elements of the professional wet cleaning experience of its commercial customers. Miele WetCare® equipment will continue to function with other professional wet cleaning solutions. The purpose of this alliance is to ensure that Miele Limited customers experience single-point accountability for performance results when a total systems approach is adopted. In settings where professional garment care cleaners have equipment, chemistry and accessories from different sources, performance accountability is difficult to guarantee, or even coordinate. By having access and confidence in BRILLIANT™ in-house, Miele Limited is able to assure total compatibility, integration and optimization of all mission critical elements.

Miele Limited is the Canadian division of a German-based manufacturer of high value domestic and commercial appliances represented with corporate offices in 42 international markets. The Professional Division of Miele Limited has taken an active role to foster understanding of the benefits to the dry cleaning industry, and society in general, of conversion from dry cleaning to environmentally preferable professional wet cleaning. Miele is considered to be the original developer of the equipment used in the professional wet cleaning technique, and markets its equipment under its WetCare® concept. Miele Limited is capable of servicing the needs of commercial end-users coast-to-coast through its own distribution and personnel resources as well as through authorized dealerships. Miele Limited and Winning Brands are pleased to confirm the appointment of Dalex Canada as such an authorized dealer to Miele for the BRILLIANT™ brand.

Miele Limited Professional Division Director, Larry Town, comments "Our partnership with Winning Brands allows us to meet our goal of providing the highest quality products necessary to those in the professional garment cleaning industry looking to offer their customers the most environmentally responsible alternative to traditional dry-cleaning. By adding BRILLIANT™ to our product portfolio we are now a one-stop-shop for supply and support of all the components necessary for effective wet cleaning. Our close working relationship with Winning Brands and our customers will also ensure ongoing "real world" R&D to innovate and look for ways to even further improve a process that Miele pioneered over 25 years ago." Winning Brands CEO Eric Lehner adds: "The Miele organization's credo is "Immer Besser" (Always Better). This commitment to continuous improvement is a good cultural fit for our two groups and the fine associates on our supplier team. Our work in this field is going to be both challenging and rewarding. We will keep making it better by pushing ourselves. We are serious about what we need to accomplish, together".

U.S. and Canadian government authorities are interested in advancement of professional wet cleaning because it uses biodegradable cleaning agents and eco-oriented equipment instead of traditional dry cleaning solvents to process "Dry Clean Only" garments. Dry cleaning solvents have been associated with health and environmental hazards and are being restricted or phased out by governments and commercial property managers. The U.S. and Canada are estimated to have 38,000 dry cleaners, of which the majority are still using traditional solvents and

looking for options. Government authorities and environmental advocacy organizations consider professional wet cleaning a promising development for the future of the industry. Winning Brands and Miele have cooperated in the creation of pilot projects that have completed a transition from dry cleaning to professional wet cleaning, as well as facilities which are preparing to launch as new operations. The BRILLIANT™ wet cleaning solutions product line is the replacement for Winning Brands' earlier Smart line, representing a combination of technical and business strategy advancements. The pilot project which represented the impetus for the launch and appointment at this time is Georgian Bay Wet Cleaners of Collingwood, Ontario.

The Georgian Bay pilot project was particularly useful as a prototype because it encompassed the total conversion experience, rather than starting fresh. This makes the facility more representative of the majority of existing dry cleaners in North America. The successful conversion demonstrates the viability of making the change from dry cleaning to professional wet cleaning for dry cleaners who are planning their response to tighter environmental regulations.

Georgian Bay's existing customers have embraced the change and are pleased with the result for their clothing. This answers the primary question amongst traditional dry cleaners about switching to a different technology – customer satisfaction. Georgian Bay Wet Cleaners has six drop-off locations processing approximately 5,000 articles per month that were previously being dry cleaned. The vast majority are now professionally wet cleaned instead. On August 5<sup>th</sup>, Darron Bodell, proprietor of Georgian Bay Wet Cleaners, [www.GeorgianBayWetCleaners.com](http://www.GeorgianBayWetCleaners.com), commented: "As we live, work and play in the communities we serve, we wholeheartedly embraced moving to wet cleaning as a progressive alternative to dry cleaning. The Miele / Winning Brands solution provides us with a stable foundation to build from. And, as positive customer feedback grows, we are being seen as a business leader in the community, which is driving sales forward."

A variety of industry and consumer oriented initiatives will be undertaken by Miele Limited in due course to increase awareness of its "total system" capability to service clients, which now includes BRILLIANT Wet Cleaning Solutions.

**ABOUT WINNING BRANDS CORPORATION:** Winning Brands is a manufacturer of record for advanced environmentally oriented cleaning solutions such as KIND® Laundry Products, 1000+™ Stain Remover, World's Most Versatile Cleaning Solution™, and others through its subsidiary Niagara Mist Marketing Ltd. 1000+ Stain Remover is a multi-purpose cleaning solvent with unique desirable properties. [www.1000Plus.ca](http://www.1000Plus.ca). 1000+ is available coast-to-coast in Canada as a consumer product in some of that country's largest retailers including Walmart, Home Depot, Lowe's, Canadian Tire, Home Hardware as well as a number of U.S. outlets. TrackMoist and ReGUARD4 are examples of industry-specific solutions from Winning Brands. TrackMoist enhances the performance of dirt surfaces used in sports and entertainment venues [www.TrackMoist.com](http://www.TrackMoist.com). ReGUARD4 is a range of fire safety clean-up solutions for first responders' gear. BRILLIANT is the company's newest brand. [www.BrilliantWetCleaning.com](http://www.BrilliantWetCleaning.com)

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