

Prestigious New Account for BRILLIANT™ Dry Cleaning Alternative from Winning Brands

December 3, 2014 New York - Winning Brands Corporation (OTC:PK WNBD) www.WinningBrands.com welcomes the fastest growing manufacturing company of soft goods for the event industry to its client base, Curtain Call Inc. www.curtaincallinc.ca. Curtain Call is a respected manufacturer and installer of special backdrop surfaces, including large and complex drapery installations to theatres, event planners, television and film producers. BRILLIANT™ brand professional wet cleaning solutions www.BRILLIANTWetCleaning.com and Miele brand professional laundry equipment have been installed and are now operational at Curtain Call to assist with the care of the valuable textiles used in the business.

Winning Brands and Miele Limited www.Miele.ca are cooperating in pilot projects that transition existing dry cleaners to the professional wet cleaning alternative, as well as equipping completely new facilities with professional wet cleaning as their starting point. This cooperation is also targeting on-premise laundry solutions for organizations that have large textile cleaning volume for internal processing.

U.S. and Canadian government authorities and environmental organizations 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.

ABOUT WINNING BRANDS CORPORATION:

Winning Brands is a manufacturer of record for advanced environmentally oriented cleaning solutions. In addition to the joint venture commercialization of vapour sterilant www.BlauAire.com utilizing www.Vappex.com technology, Winning Brands is the source of KIND(R) Laundry Products, 1000+(TM) Stain Remover, World's Most Versatile Cleaning Solution(TM), www.1000Plus.ca, Brilliant Wet Cleaning Solutions www.BrilliantWetCleaning.com, and others through its subsidiary Niagara Mist Marketing Ltd. 1000+ Stain Remover is a multi-purpose cleaning solvent with unique desirable properties. 1000+ is available coast-to-coast in Canada 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. ReGUARD4 is a range of fire safety clean-up solutions for first responders gear.

Comments for Attribution:

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