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FOR IMMEDIATE RELEASE

MIXTEK® INTRODUCES PATENTED SERIES E SYSTEM:

AN EXTRAORDINARY ADVANCEMENT IN CO-DISPENSING TECHNOLOGY

FOR DUAL COMPONENT PRODUCTS

NEW YORK, NY MixTek System, LLC (MixTek), a pioneer in the development and marketing of sophisticated devices specifically designed to simultaneously co-dispense two-component aerosolized products introduces the SERIES E -- ADVANCED CO-DISPENSING SYSTEM. Based on extensive R&D, this latest addition to the MixTek dual dispensing portfolio offers exciting new functionality and opportunities for marketers of a wide range of products. The SERIES E SYSTEM enhancements include:

- Cushioned Tolerance® to consistently dispense product accurately regardless of dimensional variations of cans and valve stems.
- Flexibility to accommodate component formulas that must be combined in other than a 1:1 ratio.
- Versatility to deliver product as a homogeneous stream . . . or as a homogeneous spray . . . or as separate side-by-side streams.
- Ergonomically designed tilt-touch actuation.
- Distinctive retro-sleek design utilizing less molded plastic for production economies.

MixTek has made an informative video available at their web-site, www.mixtek.com, to demonstrate SERIES E performance and versatility.

RE-ENGINEERED SYSTEM FULFILLS INDUSTRY WISH LISTS

Analyzing the wish lists of a wide range of industry experts was key in developing the new System. According to Richard Gray, CEO/President of MixTek System LLC: "As part of our continuous improvement program, we re-engineered the System to satisfy the most challenging consumer and industrial applications. It's obvious by the overwhelming positive reaction we've received to date that the SERIES E ADVANCED CO-DISPENSING SYSTEM will be opening doors and getting shelf space for a wide range of products that in the past had insurmountable packaging issues. I'm happy to report that response to the new MixTek SERIES E exceeds expectations."

DESIGN CHALLENGES YIELD NEW LEVELS OF ACCURACY AND FLEXIBILITY

It's a fact, variation is to be anticipated in the physical dimensions of aerosol containers and valves, particularly valve stem height. Such variations can result in inaccurate co-dispensing. Addressing that issue, Christopher Mears, MixTek's Executive Vice President, Head of R&D, commented, "The challenge was to design SERIES E to consistently function accurately despite this unavoidable reality. Success came in the form of an intricate design element that's referred to as Cushioned Tolerance® that compensates for such dimensional variations to ensure simultaneous and accurate dispensing of both components. As another innovation, with the change of just one part, the exciting new SERIES E offers the option of dispensing product either as a homogeneous stream of liquid or gel, or as a homogeneous fine spray, or as two discrete, side-by-side, streams." Mears continued, "Of course, as its predecessors, the SERIES E offers the flexibility to mix product components at just about any ratio. It's apparent that the market is moving into new categories of mixing technology. With the new SERIES E, our organization is poised to fulfill any new industry needs that arise."

CO-DISPENSING BENEFITS REVEAL WIDE RANGING APPLICATIONS

Aerosol co-dispensing eliminates the frustration, avoidance and reluctance many users have to measuring, pouring, blending, applying, cleaning up, and disposing of individual ingredients that must be mixed prior to application. This is particularly important for paint, coating, and industrial spray applications where the direct handling of the individual chemical components may be undesirable and/or impractical. The flexible design of SERIES E also makes it ideal for applications in personal care, HBA/cosmetics, food, automotive, medical, and more. In all cases, enhanced product appeal and user friendliness will result:

- Provides a *reason for being* for new product entries
- Value added, upscale imagery
- Allows development of previously unachievable products
- Capable of variable dispensing ratios
- Handles thin liquids, foams, post-foam, gels and creams

In addition, the ability to insert replacement cartridges leaves open the options to market the System as follows:

- Disposable – use once and discard
- Semi-Disposable – sold with replacement cartridge(s)
- Permanent – Marketed as an appliance with cartridges provided and replacement cartridges sold separately.

CURRENT PRODUCT APPLICATIONS

- Demi-perm and Permanent hair dyes
- Hair highlighters
- Epoxy adhesives
- Urethane coatings
- Self-heating shave foams
- Self-heating permanent waves
- Self-heating windshield de-icers
- Immediate tan, self-tanners
- Multiple pharmaceutical products
- Multiple industrial products
- . . . the next true innovation

VARIED OPPORTUNITIES FOR LICENSING, JOINT VENTURES AND ALLIANCES

MixTek System, LLC has a portfolio of Patents, Patents Pending and Patent Application filings worldwide. MixTek System, LLC is presently seeking exclusive licensing agreements for specific product categories, joint venture development, and strategic alliances for R&D, sales and marketing. For more information, or to arrange a meeting or demonstration, contact Richard Gray (richardgray@mixtek.com) or Christopher Mears (chrismears@mixtek.com) or call 212-247-1800.

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