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ACTIVEION EUROPE TO EXHIBIT LATEST CLEANING SOLUTION TO HOTEL INDUSTRY AT hogatec TRADE SHOW DUESSELDORF

Activeion's chemical-free ionator EXP™ helps hotels reduce cleaning costs and workloads by up to 40%

Baden, Switzerland –Activeion (Europe) GmbH began distributing and marketing the ionator EXP™ throughout Europe, the Middle East and Africa earlier this year. Activeion's ionator EXP™ is a handheld, on-demand, cleaner that converts tap water into ionised water, a powerful dirt-removing and bacteria-killing agent. Activeion (Europe) GmbH will be presenting the ionator EXP™ to the international hotel industry at hogatec 2010 in Duesseldorf, Germany from September 9 to September 12, 2010 – on stand 10C55. hogatec is an international trade fair for the hotel and catering industry and will be held at the fairgrounds in Duesseldorf, Germany.

The ionator EXP™, slightly larger than a spray bottle, can be used on most surfaces including glass, stainless steel, wood, carpet, natural stone, marble and clothing. In fact, it can replace many general-purpose chemical cleaners commonly used by hotels and other hospitality outlets for these types of surfaces. Independent third-party lab results certify that when used as directed, the ionator EXP™ kills 99.9% of harmful common bacteria such as E.Coli, E.Coli 0157:H7, VRE, Pseudomonas, Salmonella, Staph, MRSA, Listeria and the 2009 H1N1 influenza A virus, in six seconds. With the ionator EXP™, hotel sector professionals everywhere can save time, reduce costs, and protect its staff, guests and the environment.

“We consider the hogatec trade fair to be the perfect venue for presenting our product to the hotel industry,” comments André G. Krell, General Manager of Activeion (Europe) GmbH. Krell adds, “We have already begun selling and marketing the ionator to the hotel sector. Hotels are particularly impressed by the ionator's ability to help them reduce cleaning costs and workloads by up to 40%, as well as respect high level safety standards for guests and staff. We are sure that hogatec will be the right place for us to make further contacts in this important market in both Germany and other key markets.”

About Activeion (Europe) GmbH:

Activeion (Europe) GmbH, located in Baden, Switzerland, is the European subsidiary of Activeion Cleaning Solutions, LLC, headquartered in Rogers, Minnesota, USA. Activeion is a privately held cleaning technology company created to revolutionise the cleaning industry through the manufacturing, marketing and distribution of advanced cleaning technologies and products. Addressing the ever-growing need for sustainable cleaning, Activeion's ionised water technology solutions are ideal for offices, hotels, hospitals, schools and private residences. For more information, visit www.activeion.com.

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