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**German Industry Awards – Industriepreis 2010:
Activeion ionator EXP™ secures place in Top 10**

Activeion (Europe) GmbH has secured a place amongst the top 10 winners in the German industrial awards „Industriepreis 2010“. The revolutionary Activeion cleaning product, ionator EXP™, was nominated in the ‘Energy & Environment’ category.

Publishing house Huber Verlag fur Neue Medien GmbH unveiled the winners at the beginning of this year’s Hanover Fair. The expert judging panel selected products that are both highly innovative and practical, from a total of over 400 entries.

The ionator EXP™, converts tap water into ionised water, producing a powerful cleaning solution which destroys both dirt and bacteria. The Activeion ionator EXP™ is one of the very few cleaning products worldwide that does not require hazard warning labels. The product kills 99.9% of all harmful bacteria when used as directed.

This year the awards consisted of a total of 14 categories. The expert judging panel, which included professors, scientists, specialist journalists and sector and industry experts, judged all products entered against established criteria-- level of innovation, effect on efficiency levels and general suitability.

Since 2006 the Industriepreis has stood for outstanding innovative industry solutions. All manner and size of industrial, supply and service companies can participate in the awards. Through the Industriepreis Awards, Huber Verlag gives companies the opportunity to build wider awareness of their advanced and innovative products to a broad audience.

Andre’ G. Krell, General Manager of Activeion (Europe) GmbH, states “We are thrilled to be recognized by Industriepreis for our innovative contribution. Activeion is committed to environmentally friendly cleaning solutions which remain simple and easy to use. We are convinced that through innovations such as the ionator EXP™, we can help companies and people look at cleaning from another perspective.”

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 and www.industriepreis.de.