



8 February 2011

**Byotrol plc
Heads of agreement with McBride on European licence
and Consumer Products update**

Byotrol plc ('Byotrol'), the developer of anti microbial hygiene technologies, is pleased to announce that it has extended the scope of its agreement between Byotrol Consumer Products Ltd (BCP) and Robert McBride Ltd (McBride) through a heads of agreement to jointly develop and sell residual action liquid disinfectants in the European market. It is now expected that the first product will be launched in the first half of 2011. Financial details of the agreement are restricted due to the confidential nature of the negotiations.

It is also the intention of BCP and McBride to enter into full licence agreements, with UK product launches expected in Q2 and Q3 of this calendar year of Byotrol-based household care products.

At the announcement of Byotrol's Interim results, a number of consumer products negotiations were disclosed. An update on those negotiations follows:

Products that were licensed under the Tommee Tippee baby brand in the UK and Ireland, announced in December, are already being sold in a number of leading retailers in the UK and will be available nationally over the coming weeks. The Byotrol-based products sold under the Tommee Tippee Closer to Nature range include hand sanitizer gels, trigger spray surface cleaner and sterilizing fluid.

BCP has signed a licence agreement with PZ Cussons plc for Byotrol-based liquid all purpose cleaners to be sold in Nigeria, under the market-leading Morning Fresh brand. Products are already being sold in multiple retail outlets in Nigeria and there is an intention to extend the product sales into further countries in Sub-Saharan Africa.

BCP is pleased to report continued and constructive product development discussions with the Fortune 150 company previously announced.

Commenting on the developments at BCP, Gary Millar, Chief Executive at Byotrol, said:

“The consumer products sector is a fast moving product area, as shown by the significant developments that we are seeing at BCP across a wide range of product areas and territories. This momentum is encouraging, and a vital contributor to our ability to negotiate with both existing and new partners for additional opportunities.

“At the announcement of our Interim results we outlined our refocused strategy and our core target markets. It is therefore pleasing to be able to demonstrate the successful outcome of our efforts through these agreements with highly respected consumer products organisations.

“Our strategy has always been to achieve scale and market reach through partnering with specialist distributors and partners with proven sector expertise and experience. These contracts endorse that approach.”

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Notes to Editors:

Byotrol plc (BYOT.L), quoted on AIM, is a leading microbial technology hygiene company, operating globally in the Health, Food, Leisure, Consumer, Industrial and Agriculture sectors, providing a low toxicity product with a broad-based and long lasting efficacy across all microbial classes; bacteria, viruses, fungi, moulds, microbacteria and algae.

The Byotrol product can be used as a stand alone product or as a complementary biocide additive to existing products to improve their performance in personal hygiene, domestic and industrial disinfection, odour control, food production and food management.

Founded in 2005, the Company has prioritised the development of a technology that creates easier, safer and cleaner lives through partnering with providers of essential goods and services. Byotrol is the catalyst behind the aptly named global ‘Hygiene Revolution’.