



**30 June 2010**

**Byotrol plc  
Contract to supply 'Byotrol' Odour Elimination goods to US market**

Byotrol plc ('Byotrol' or 'the Company'), the leading AIM listed anti-microbial hygiene company, is pleased to announce that its US subsidiary, Byotrol Inc, has successfully completed its first order to Tink's, the largest supplier of hunting lures and scents in the USA. The opening order, valued at \$140,000, is for the supply of odour elimination products containing the Byotrol patented technology. Tink's will be supplying Byotrol based products to a variety of stores in the USA including Wal-Mart, Bass Pro Shops, Cabela's and Dick's Sporting Goods.

**Commenting on the collaboration, Phil Robinson, President at Tink's said:**

"Tink's is excited about the Byotrol technology being used in our recently launched new odour elimination line. The fact that all of our major customers will be listing our new 'Vanish' odour eliminators proves that Byotrol is a game-changing technology in the very competitive odour elimination segment of the hunting market. I am looking forward to working with the Byotrol team."

**Gary Millar, Chief Executive at Byotrol plc, added:**

"This is a significant development for Byotrol. We expect the US to be a considerable growth market for us and have taken deliberate steps to accelerate the development of this market with the repatriation of David McRobbie to head up Byotrol Inc. This is early evidence of the success of that strategy.

"This is also a very good example of Byotrol executing its strategy of targeting niche markets through specialist suppliers. We consider this to be a valuable endorsement of our technology in a high profile sporting sector, distributed through world renowned retailers. We expect to repeat this successful strategy in other market sectors and product areas."

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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'.