

FOR IMMEDIATE RELEASE

January 28, 2009

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WISE Solutions Unveils Green Chemistry Food Grade Tank and Pipe Cleaners, Perfect for the Wine Industry

Non-Toxic Solution Offers Impeccable Quality and Safety, Cuts Down on Water Usage

CORRALITOS, CA – WISE Solutions, a Monterey Bay-based company committed to producing high-quality non-toxic cleaners and other products, is pleased to unveil a line of NSF-approved food grade formulas that meet and exceed the wine industry's commitment to sustainability, safety, and quality.

“WISE Solutions understands that all wine producers demand cleaning agents that reach the most stringent industry standards without sacrificing any operational efficiencies or the unique quality expectations of wine consumers,” said Jeremiah Ridenour, CEO and founder of WISE. “By harnessing the power of our proprietary colloidal micelle biobased blends, we offer a full suite of Green Chemistry products to help our clients create a safer, more efficiently produced and more sustainable bottle of wine.”

All WISE products help clients avoid toxic chemicals while delivering exceptional performance. Colloidal micelle are plant based sub-microscopic, electrically charged particles that, when activated in water, constantly repel each other. This action deeply penetrates dirt, proteins and oils (any organic matter) and makes it impossible for contaminants to re-deposit on a surface.

Traditional wine tank, cask and pipe cleaning and sanitizing methods employ a labor-intensive three-step process reliant on dangerous caustic chemicals like Trisodium Phosphate or Sodium Hydroxide plus a separate acid neutralizer and separate sanitizer, each step with a water rinse. **WISE Wine Tank Cleaning Solution (WTCS)** effectively cleans and sanitizes wine storage and processing equipment in one easy step. This avoids two water rinses and associated labor costs. Moreover, unlike more dated methods, one batch of WTCS can be reused across several tanks, increasing the value and efficiency of the product. Used WTCS can even be stored for up to a year, making it an ideal cleaner for processors of any size.

Other WISE Solutions products available to wine industry clients include the NSF A1 **All-Purpose Cleaner and Degreaser, Bio-Mold Away, Bio-Odor Away, Food Grade NSF H1, H2 Penetrating Lubricant, Hydraulic Fluids, Gear Oils and more.**

Since all WISE Solutions products are non-corrosive, non-hazardous, non-caustic, non-flammable, hypoallergenic, and biodegradable, costs associated with managing toxic chemicals – including health and facility insurance, spill abatement, and protective clothing – can be significantly reduced.

Founded in 2005, WISE Solutions is the first major brand to create plant-based industrial-grade cleaners and lubricants that are functionally comparable or superior to their petrochemical, chlorine, and synthetic counterparts. WISE is a values-driven company, with one percent of sales given back to sustainable agriculture research, marine preservation, and other worthy causes. WISE Solutions can be reached at (800) 491-9473 or sales@wisesolutions.net.