
FOR IMMEDIATE RELEASE

EPI Environmental Products Inc. hires Brian Lane as Business Development Manager

Vancouver, Canada (July 15, 2011) – EPI Environmental Products Inc. hires Brian Lane as Business Development Manager, United States.

We are pleased to announce that Brian Lane has joined the EPI Environmental Technologies Inc. sales team, as business development manager for the US market. Mr. Lane brings with him over 20 years experience as a top performer in sales, marketing and management.

Mr. Lane has worked with several major companies in the packaged goods and specialty flooring industries including; Eveready, Playtex, Wrigley's, Northwest Rubber, and most recently as National Sales Manager with Henderson Mats Ltd. Mr. Lane attended the Marketing program at Mohawk College and has extensive training in sales and marketing.

About EPI Environmental Technologies Inc.:

Established in 1991 in Canada, EPI Environmental Products Inc. (EPI) with its UK subsidiary EPI (Europe) Ltd. has become a world leader in the fight against plastic waste. EPI licenses proprietary technology that causes plastic to degrade. Plastic bags, plastic film, plastic packaging and other single-use plastics can remain in the environment for decades. When these products are manufactured using EPI's additives, they will degrade and subsequently biodegrade when discarded in soil, in the presence of microorganisms, moisture, and oxygen.

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