

## **Biosenta, Inc. Appoints Marketing Executive Scott Butterworth as New Vice-President Marketing and Sales**

TORONTO, March 26, 2013 Biosenta, Inc. (CNSX: ZRO) (the "Company"), is focused on developing and deploying anti-microbial products and remediation solutions to the market space for retail, institutional and industrial users. The Company is pleased to announce that Mr. Scott Butterworth, a seasoned marketing executive, has been appointed as the Company's Vice-President Marketing and Sales.

"We are delighted to have someone of Mr. Butterworth's caliber and experience step up to lead the Zeromold marketing and sales strategy," said Bruce Lewis, Chairman of the Board. "We are at a critical juncture in the market and we need focused leadership to successfully implement our strategy and maximize our market penetration. Mr. Butterworth is a marketing executive with a proven entrepreneurial track record. He has a deep understanding of our space and of the media technologies that command consumer attention."

Previously, Mr. Butterworth has held several senior management positions over the years where he was responsible for new business development and account management, media buying and placement, the management of interactive and offline sales teams for many high profile product clients. He was National Account Manager for Procter and Gamble and Coca Cola Bottling Canada. As Director of Business Development at News Canada Marketing he encompassed the mass, grocery, specialty, drug and convenience sectors. At Alea Retail services he led a field staff of 500 personnel. Most recently, Mr. Butterworth has held senior management positions with such companies as Canada1 Sales and Marketing, Empirical Integrated Marketing, ECO Environmental Communications and Sabre Online. Mr. Butterworth studied Commerce at the University of Toronto.

"I am delighted to be joining this dynamic company at an important time of market inflection. The majority of North American people have little, if any, knowledge of the health and environmental problems generated by black mould. It is Biosenta's responsibility to raise these concerns and to educate the public " said Mr. Butterworth."

### **About BIOSENTA Inc.**

BIOSENTA Inc.'s line of retail anti-microbial products will effectively kill mould, bacteria and fungi on contact and prevent re-growth. These products address the demand created by the mounting health and environmental concerns. Mould can affect the immune system, nervous system, liver, kidneys, blood and cause brain damage.

BIOSENTA will also manufacture and distribute an anti-microbial filler. Calcium Carbonate is one of the most common fillers used industrially. It is susceptible like other fillers that hold moisture to attracting mould. Annual global revenue in the calcium carbonate filler industry approximates 140 billion dollars. BIOSENTA will produce anti-microbial filler that performs 'filling' and 'bulking' functions like calcium carbonate. BIOSENTA's filler product will not attract moisture and consequently mould infestation. BIOSENTA's filler with its anti-microbial high pH core in individual particles

will enhance commercial product life and eradicate a broad spectrum of known bacteria, fungi, algae and other micro-organisms by suppression of their reproduction.

***Forward-Looking Information***

This release may contain forward-looking statements information and statements which constitute “forward-looking information” under Canadian securities law and which may be material regarding, among other things, the Company’s beliefs, plans, objectives, estimates, intentions and expectations with respect to its capital and funding plans. Inherent in the forward-looking information and statements are known and unknown risks, uncertainties and other factors beyond the Company’s ability to control or predict, which give rise to the possibility that the Company’s predictions, forecasts, expectations or conclusions will not prove to be accurate, that its assumptions may not be correct and that the Company’s plans, objectives and statements will not be achieved. Actual results or developments may differ materially from those contemplated by the forward-looking information and statements. Consequently, undue reliance should not be placed on such forward-looking statements.

**On behalf of the Board of Directors of BIOSENTA Inc.**

Bruce Lewis  
Chairman

The CNSX has in no way passed upon the merits of the proposed transaction and has neither approved nor disapproved of the contents of this press release. Neither the CNSX nor its Regulation Services Provider (as such term is defined in the policies of the CNSX) accepts responsibility for the adequacy or accuracy of this release.

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