



Biosenta announces Chris Bilz as President & CEO

February 27, 2013

TORONTO/CNW/ - Biosenta, Inc. (CNSX: ZRO) ("Biosenta" or the "Company") is pleased to announce the appointment of Chris Bilz to the position of President & CEO effective immediately. Mr. Bilz's role will be to oversee the development of the Company's production and distribution facilities, as well as the sales and marketing infrastructure in Canada and the United States.

Biosenta also announced that Mr. Bruce Lewis has been appointed Chairman of the Company's board of directors.

Mr. Bilz, brings a wide range of business and entrepreneurial experience to his position with Biosenta, including 10 years experience with a Canadian bank in the wealth management and capital markets sectors and a private consulting practice that included the establishment of businesses and real estate investment in the United States.

Bruce Lewis, Chairman of Biosenta commented "We are pleased to have Chris Bilz join Biosenta's management team as his leadership skills and experience in developing new business opportunities in the United States will help to drive the Company's growth in key markets we are targeting in the U.S., as well as those that we have already initiated within Canada."

About BIOSENTA Inc.

BIOSENTA Inc.'s line of retail anti-microbial products will effectively kill mold, bacteria and fungi on contact and prevent re-growth. These products address the demand created by the mounting health and environmental concerns. Mold 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 mold. 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 mold 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.

For further information:

Chris Bilz, Chief Executive Officer

BIOSENTA Inc.
1120 Finch Avenue West, Suite 503,
Toronto, Ontario M3J 3H7
(416) 410 2019

Investor Relations contact:

Investor Cubed Inc.
Neil Simon
647-258-3311
888-258-3323
info@investor3.ca

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.