



Joint statement to announce ownership changes for “AWARE” brand products

We are pleased to advise that as of the 1st of January 2009, Austech Products P/L has become the owner of the Planet Ark “AWARE” brand and associated Intellectual Property. This includes AWARE laundry Powder (both Eco and Sensitive).

Austech Products P/L are the manufacturers of the “ORANGE POWER” brand of household cleansing products. They are committed to the environment and specialise in the FMCG market and have ranging nationally in all major supermarkets. They plan to secure GECA (Good Environmental choice Australia) accreditation for the AWARE Laundry Powder, similar to the accreditation they currently have for their ORANGE POWER range. Planet Ark will continue to support and endorse the AWARE brand and will also extend this endorsement to the ORANGE POWER range of products.

Planet Ark has made a strategic decision to sell the AWARE brand so that it can focus on its behaviour change campaigns, which still remains its core purpose. It recognises that ORANGE POWER has a similar philosophy in relation to the environmental impact of cleaning products. ORANGE POWER will therefore continue to support Planet Ark with ongoing sales royalties.

Austech Products P/L has no plans to make dramatic changes to the AWARE brand, but will in fact ensure (by independent accreditation like GECA) that strict Quality Control is adhered to and will continue to enhance its low impact environmental formulae.

Both Planet Ark and Austech Products P/L are excited to announce this development and believe a closer relationship will benefit greater community awareness of environmental choices in household consumer products.

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