

# News

Winning Brands Corporation  
Clean with a Clear Conscience.

## Export to Ukraine? No time like the present for Winning Brands *1000+™ Stain Remover, World's Most Versatile Cleaning Solution™*

**New York, NY. March 27, 2014** — Winning Brands Corporation (WNBD.OTC.PK) confirms that its 1000+ Stain Remover brand [www.1000Plus.ca](http://www.1000Plus.ca) is being launched in Eastern Europe March 26-29, 2014 at Ukraine's InterBuild Expo at Kiev's International Convention Centre <http://www.buildexpo.kiev.ua/>. 1000+ Stain Remover will be represented by new distribution partner Inchem Polonia, <http://www.inchem.pl/eng/> through their Ukrainian subsidiary Budchimeko Ukraine Ltd. Inchem will also project 1000+ Stain Remover into neighbouring markets for Winning Brands.

1000+ Stain Remover, a North American multi-purpose clean-up solution, continues to surprise with its appeal in diverse international markets while developing a loyal consumer following here at home amongst consumers who have discovered it. [www.Facebook.com/1000PlusStainRemover](http://www.Facebook.com/1000PlusStainRemover). The 1000+ Stain Remover brand aspires to become a household name and favourite product in the multi-purpose stain removing category. Despite the brand's small size as an independent operator, 1000+ Stain Remover has found its way on to the shelves of Canada's major retailers and many independent U.S. hardware retailers who are open-minded to spirited brands outside of the mainstream. Amongst the big box retailers in the U.S., Home Depot has taken the lead by making 1000+ Stain Remover available online at [www.HomeDepot.com](http://www.HomeDepot.com).

Winning Brands CEO Eric Lehner comments on the counter-intuitive launch of a product in Ukraine at this time when the country is in the news in the context of regional uncertainty; "That's one of the qualities of our business. There is no bad time to bring innovation to the cleaning experience. Cleaning is universal. It is appreciated and practiced across cultures and is so affordable that cleaning is not dependent on high income like other categories of business. Also, we are not in a restricted industry. We do not require special export licences, we are not subject to any social or political controversy, we are accepted within communities of all faith traditions and we serve the interests of both women and men equally. Making it easier for people to clean-up effectively is a good thing by anyone's definition. 1000+ Stain Remover, World's Most Versatile Cleaning Solution is so useful that it can literally do something for everyone. Furthermore, our most recent version of 1000+ Stain Remover has such effective glass cleaning capability that a mere single cap of 1000+ mixed with 500ml plain water in a sprayer provides astounding value. A \$10 bottle of 1000+ concentrate now delivers the equivalent of \$300 of conventional glass cleaner by comparison at standard retail pricing. Such remarkable value and versatility is perfect for reaching out to emerging economies. 1000+ has more potential than ever, despite the challenge of building a national/international brand independently. The fact that high quality European business partners who are very familiar with the facts on the ground are introducing 1000+ Stain Remover to the region at this exact moment proves the point. They see beyond our headlines. They are there in person and know first-hand that life goes on."

Mr. Lehner maintains a CEO Weblog for the benefit of shareholders at [www.WinningBrandsCorporation.com/blog](http://www.WinningBrandsCorporation.com/blog). It is a journal of the company's mission and provides answers to shareholder questions. It is a regular source of public information pertaining to the company pursuant to SEC Fair Disclosure guidelines. It sets out with unusual candor the challenges and aspirations of the company globally.

Mr. Lehner concludes, "We are not stopping with Eastern Europe in 2014. We are also going to take a new run at Asia with 1000+ Stain Remover. A new approach to that market has been developed from deep thinking about our earlier trials in Korea and China. A new strategy specific to Southeast Asia will be implemented. 95% of the world's population lives outside of North America. That fact is enormously relevant. A preference for cleanliness is one of the most widely shared of all human characteristics. Winning Brands enjoys the prospect of being of service to all of humankind in one of the most fundamental of all aspects of human life – the pleasure and dignity of clean surroundings."

The 2014 InterBuild home improvement and building exposition expects to attract over 28,000 business visitors from more than 15 countries to meet with over 700 exhibitors. Winning Brands' first European trade event in Serbia led to Winning Brands' successful listing with Belgrade's ROMA Company for distribution of 1000+ Stain Remover in the Balkans.

**ABOUT WINNING BRANDS CORPORATION:** Winning Brands is a manufacturer of record for advanced environmentally oriented cleaning solutions such as KIND®, 1000+™ Stain Remover, World's Most Versatile Cleaning Solution™, and others through its subsidiary Niagara Mist Marketing Ltd. It's best known product is 1000+ Stain Remover; an alternative to conventional cleaning solvents with unique desirable properties. [www.1000Plus.ca](http://www.1000Plus.ca). 1000+ is available coast-to-coast in Canada in some of that country's largest retailers including Walmart, Home Depot, Lowe's, Canadian Tire, Home Hardware as well as a number of U.S. outlets. TrackMoist and ReGUARD4 are examples of industry-specific solutions from Winning Brands.

**ABOUT INCHEM POLONIA:** Inchem Company is a producer of modern construction chemistry products and the leader in manufacturing pigment pastes. It was established in 1988. Initially, it was a small manufacturing plant, but since these beginnings has expanded into a company using cutting edge equipment and facilities. Recently, Inchem has been expanding its distribution beyond Poland within Europe, with special interest in Eastern Europe where Inchem services major local retail chains.

**1000+ PRODUCT INFORMATION and INTERVIEWS:**

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(Picture below)

**1000+™ Stain Remover Ukrainian Package**

