

Winning Brands' ReGUARD-4 Fire Safety Cleaner Chosen by Innotex for U.S. Cleaning Operation

New York, NY. April 7, 2014 — Winning Brands Corporation (WNBD.OTC.PK) www.WinningBrands.com announced today that its ReGUARD-4™ Bunker Gear Cleaner has been selected by fire garment manufacturer Innotex to clean protective gear worn by fire fighters. Innotex is introducing ReGUARD-4 to its cleaning operation at the new Innotex facility in Alabama effective immediately. The decision follows successful testing of ReGUARD-4 at Innotex headquarters. <http://innotexprotection.com/>

Rising professional standards across all aspects of fire response have revealed strong benefits associated with keeping protective gear clean between uses. Winning Brands provides affordable, effective intervention that can be used by professional cleaning services or fire departments themselves.

Winning Brands CEO Eric Lehner comments: "Innotex is a leader in their field and needs commitment from supply partners to be the best in class for mission critical support. Winning Brands has the know-how to keep these special garments clean after exposure to various forms of grime at the fire scene. Fire Departments who perform their own cleaning can contact our Customer Service for assistance: CustomerService@WinningBrands.ca. We will connect them to a source of supply for ReGUARD-4".

ABOUT WINNING BRANDS CORPORATION: Winning Brands is a manufacturer of record for advanced environmentally oriented cleaning solutions such as ReGUARD-4™ KIND®, 1000+™ Stain Remover, World's Most Versatile Cleaning Solution™, and others through its subsidiary Niagara Mist Marketing Ltd. In addition to its professional product range, Winning Brands is known for the consumer brand 1000+ Stain Remover; World's Most Versatile Cleaning Solution - an alternative to conventional cleaning solvents with unique desirable properties. 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.

ReGUARD-4 PRODUCT INFORMATION and INTERVIEWS:

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