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FOR IMMEDIATE RELEASE

VASKA INTRODUCES GREEN LAUNDRY CHEMICALS TO FIRST U.S. SKI RESORT, WINTER PARK RESORT

Berkeley, CA—December 1st, 2009—VASKA, a Berkeley based producer of green, botanically based laundry care products for the commercial, institutional and consumer markets, is pleased to announce that it has introduced its green laundry chemical system to the first ski/snowboard resort in the United States—Winter Park Resort in Winter Park, Colorado (www.winterparkresort.com), an Intrawest property (www.intrawest.com).

VASKA has changed the rules of commercial laundry by introducing a plant-based 'herbatergent' that was honored with the EPA's SDSI (Safer Detergents Stewardship Initiative) designation and other environmentally responsible biodegradable products that clean as effectively as traditional chemicals without damaging linens in the process. Vaska competes load for load on price and quality with traditional chemical approaches. The health of laundry workers and the local environment is a top priority, therefore they avoid petroleum based detergents and solvents.

Michelle Petersen, Uniform Services Foreman, introduced Vaska products in the laundry facility that washes uniforms for the resort's 2000 workers as well as the food and beverage linens for Winter Park's four company owned restaurants. Petersen brought in Vaska to replace the previous chemical provider whose products were not cost efficient, not effective and not green. According to Petersen, "The harsh chemicals we were using in our machines was ruining the waterproofing in the outdoor garments worn by the mountain staff. We have more than half a million dollars in high tech gear, and Vaska allows us to get these garments clean and protect our investment."

Julia Fry, VASKA's CEO, learned to ski at Winter Park with her family. She has wonderful memories of racing down the mountain with her siblings and cousins, and she is excited to be able to make a contribution to a resort that is a refuge for so many local outdoor enthusiasts. "VASKA is passionate about cleaning without poisoning the planet. We need to do everything we can to preserve the environmental quality of national treasures like the Rocky Mountains."

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