

Press Release

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P2i appoints US VP Sales to hasten adoption of liquid repellent nano-coating technology

P2i Ltd, the Oxford, UK based world leader in liquid repellent nano-coating technology, has appointed Eric Cohill as Vice President, Sales to drive business in the USA. Eric's appointment reflects fast-growing interest in P2i's plasma-based protective process among numerous US companies. His arrival also consolidates the March 2009 opening of P2i's new US office within the Herty Advanced Materials Development Center in Savannah, Georgia.

P2i's technology confers superior oil and water repellency by applying a nanometres-thick monomer layer over the entire surface of a product.

Eric, who is based in Cape Coral, Florida, is a highly experienced and award-winning sales professional. Before joining P2i Eric was President of CytoCore, a Chicago clinical diagnostics company specialising in early cancer screening. Prior to that he established a long and successful track record in medical device sales, with companies such as US Surgical, Viking Systems, Curon Medical, Laserscope, and CryoGen. (The latter two were subsequently acquired by American Medical Systems.)

"I'm really excited at the huge potential for P2i in the US," says Eric. "Our revolutionary process creates an ultra thin polymer layer that changes the surface properties and causes liquids to form beads and simply fall off. It does this without changing how the product looks or feels. This enables our customers to improve the performance of their products and protect them from the effects of water and all other liquids."

Carl Francis, CEO of P2i, says: "Eric brings substantial heavyweight expertise in building and leading sales teams, and skill in launching new technologies to the marketplace. He joins us at a very exciting stage in our company's development, with our liquid repellent nano-coating technology now commercially proven and starting to generate solid revenue streams."

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Notes for Editors

About P2i

P2i is the world leader in liquid repellent nano-coating technology. We make good products great by applying innovative science. Our revolutionary technology enables our customers to improve the performance of their products and protect them from the effects of water and all other liquids. This builds value by commanding premium prices and/or reducing costs.

P2i Ltd was established in 2004 to commercialise liquid-repellent treatments developed by the UK's Ministry of Defence. Now on a commercial scale, P2i's patented process has been successfully applied to a wide range of products in a wide range of markets including performance textiles, filtration media and bio-consumables.

In consumer sectors the presence of P2i's technology is indicated by its consumer brand, ion-mask™, now available in premium products from Hi-Tec, MAGNUM, Ecco and more.

See www.p2ilabs.com for more information. Corporate enquiries to:

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How P2i's technology works

P2i's technology works by applying a nanometre-thick polymer layer over the entire surface of a product. Using an ionised gas (plasma) this layer is molecularly bound to the surface and will not leach away. The process confers superior oil *and* water repellency by reducing the surface energy to ultra-low levels – down to one third that of PTFE (polytetrafluoroethylene). In footwear and textile applications, P2i's technology also minimises liquid absorption from outside elements and evaporated perspiration.