

## **Biosenta Announces Dene Rogers as President and CEO**

**October 9, 2014 Toronto, Canada – Biosenta Inc.** (“Biosenta” or the “Company”) listed on the CNSX (CNSX: ZRO) is pleased to announce that Dene Rogers has been appointed as the new President and Chief Executive Officer of the Company, effective immediately.

Mr. Rogers has 10 years of successful retail experience in the USA, Canada and Australia. Mr. Rogers was a key leader in the turnaround at Kmart in the US during the 2003 to 2006 period when it came out of bankruptcy and earnings increased by more than \$1 billion and it acquired Sears. From 2006 to 2011, he was CEO of Sears Canada during a period when earnings growth was double digit, debt was paid down by more than 90%, and substantial dividends were paid. After Sears he was CEO of Target Australia where a significant increase in earnings, before one-off business transformation expenses, was delivered.

Prior to retail, Mr. Rogers was a management consultant with Booz.Allen & Hamilton and after this, an SVP at Starwood Hotels and Resorts. Mr. Rogers is an engineer and completed his graduate studies at Yale University.

“With Biosenta building an increasing presence in large retail chains, and having a view to broaden the products to be offered through these channels, Dene is a perfect complement to our growing team of professionals”, said Biosenta Chairman Bruce Lewis. “We are especially excited about Dene’s proven ability to successfully expand product lines, a task he will lead at Biosenta.”

Biosenta has recently launched its disinfectant, Zeromold™, in Canada at Loblaws, Sobeys, and other retailers. Approval of Biosenta's products for sale in the USA is expected in mid-December.

The Company also extends its gratitude to Chris Bilz for his efforts as interim CEO since February 27, 2014. Mr. Bilz resigned as President and CEO on September 26, 2014 and as a Director effective October 1, 2014.

### **About Biosenta Inc.**

Biosenta Inc.’s line of retail anti-microbial products will effectively kill mold, bacteria and fungi on contact and prevent re-growth. These products address the demand created by the mounting health and environmental concerns. Mold can affect the immune system, nervous system, liver, kidneys, blood and can cause brain damage.

**On behalf of the Board of Directors of Biosenta Inc.**

Bruce Lewis  
Chairman

The CSE has in no way passed upon the merits of the proposed transaction and has neither approved nor disapproved of the contents of this press release. Neither the CSE nor its Regulation Services Provider (as such term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.

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