



Biosenta signs National Sales and Distribution Agreement with international sales & marketing services firm – CROSSMARK Canada

July 10, 2013

TORONTO/CNW/ - **Biosenta, Inc.** (CNSX: ZRO), the makers of **ZeroMold**, is pleased to announce that the Company has signed a non-exclusive national sales and marketing services agreement with **CROSSMARK Canada**.

www.zeromold.com

www.crossmark.com

Under the terms of the agreement **CROSSMARK Canada** will provide:

- Key Account Sales Representation
- Retail Sales Store Support
- Logistics, Warehousing and Shipping Expertise

CROSSMARK Canada and the **Biosenta Sales Team** will sell and distribute **Biosenta's** products in the DIY (Do It Yourself), Hardware, Mass Merchant, Grocery and Drug Channels.

"Biosenta is pleased to be partnering with CROSSMARK Canada with their long history and strong presence in the Canadian retail sector," commented Edward Pardiak, Biosenta's President.

"CROSSMARK Canada's relationships in the retail industry and exposure to national and international markets should be a valuable resource to Biosenta as we build the presence for ZeroMold as the company's flagship product. The ZeroMold product effectively kills mold, bacteria and fungi on contact and prevents regrowth."

"We are pleased to have an opportunity to take on the role of a strategic partner to Biosenta in their quest to have ZeroMold gain access to the key retail channels in Canada commented Chris Terrio, CROSSMARK Canada's President and CEO. "We are proud and excited to be associated with ZeroMold which is a retail product that we believe our clients in the retail distribution channel will find to be valuable and important to consumers."

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 cause brain damage.

BIOSENTA will also manufacture and distribute an anti-microbial filler. Calcium Carbonate is one of the most common fillers used industrially. It is susceptible like other fillers that hold moisture to attracting mold. Annual global revenue in the calcium carbonate filler industry approximates 140 billion dollars. BIOSENTA will produce anti-microbial filler that performs 'filling' and 'bulking' functions like calcium carbonate. BIOSENTA's filler product will not attract moisture and consequently mold infestation. BIOSENTA's filler with its anti-microbial high pH core in individual particles will enhance commercial product life and eradicate a broad spectrum of known bacteria, fungi, algae and other micro-organisms by suppression of their reproduction.

About CROSSMARK

CROSSMARK (www.crossmark.com) is a leading sales and marketing services company in the consumer goods industry, providing growth solutions with exceptional service to manufacturers and retailers. For more than 100 years, CROSSMARK has helped the most powerful brands in the world achieve their business objectives. Expertise encompasses the areas of Headquarter Sales, Retail Merchandising, Retailer Solutions, In-Store Events, Experiential Marketing, Shopper Marketing, Consumer Engagement, In-Store Data Collection & Field Intelligence, Retail Analytics, Logistics, and Retail Technology Solutions. Headquartered in Plano, Texas, CROSSMARK employs more than 34,000 associates worldwide with 47 offices throughout the U.S., Canada, Mexico, Australia and New Zealand.

Forward-Looking Information

This release may contain forward-looking statements information and statements which constitute "forward-looking information" under Canadian securities law and which may be material regarding, among other things, the Company's beliefs, plans, objectives, estimates, intentions and expectations with respect to its capital and funding plans. Inherent in the forward-looking information and statements are known and unknown risks, uncertainties and other factors beyond the Company's ability to control or predict, which give rise to the possibility that the Company's predictions, forecasts, expectations or conclusions will not prove to be accurate, that its assumptions may not be correct and that the Company's plans, objectives and statements will not be achieved. Actual results or developments may differ materially from those contemplated by the forward-looking information and statements. Consequently, undue reliance should not be placed on such forward-looking statements.

On behalf of the Board of Directors of BIOSENTA Inc.

Edward Pardiak

Chief Executive Officer

SOURCE: BIOSENTA Inc.

For further information:

Edward Pardiak, Chief Executive Officer

BIOSENTA Inc.

1120 Finch Avenue West, Suite 503,

Toronto, Ontario M3J 3H7

(416) 410 2019

Investor Relations contact:

Investor Cubed Inc.

Neil Simon

647-258-3311

888-258-3323

info@investor3.ca

The CNSX 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 CNSX nor its Regulation Services Provider (as such term is defined in the policies of the CNSX) accepts responsibility for the adequacy or accuracy of this release.