

XetaComp Inks Distributor Agreements

Lawton - XetaComp Nanotechnologies, LLC has announced the achievement of a significant milestone in the signing of distributor agreements that will take sunVex products into national and international markets. These accounts, when fully implemented, will generate substantial revenue for the company, with projections from \$10 to \$20 million in the first years of operation.

"This early feedback is of great importance, because it is a measure of potential market acceptance, since sunVex represents a new type of sunscreen product," says Earl Herring, XetaComp's General Manager. "The new consumer market is demanding higher performance, broad spectrum sunscreens in a growing number of personal care products. They want naturally derived products with no harsh chemicals. This is what our sunVex product line offers."

To date, XetaComp has signed agreements with a distributor who will provide sunVex products to armed services personnel and base exchanges and another who has international marketing capabilities and will begin exporting product to a burgeoning Chinese market. Other new distributors will provide sunVex products to private service sectors, and hotels and resorts. Individual distributor agreements are in place for Oklahoma, Florida, Arizona and Maryland.

The company also has signed an agreement with Cosmetic Speciality Labs (CSL) of Lawton to supply them with sunVexIM, an intermediate titanium dioxide formulation that will be used to build a sun protection factor, or SPF, in a wide range of aloe vera based cosmetic products which will be marketed internationally.

Herring points out that XetaComp has exclusive license to a new and novel broad-spectrum UVA/UVB sunscreen technology that is currently unmatched by competitive products in personal care sectors, on both performance and cost bases. "The whole idea behind using a coated, nano-scaled titanium dioxide is to produce a wide range of skin care products that have exceptional UVA and UVB attenuation characteristics, but go on clear without leaving a white residue," says Herring. "These are the attributes that are catching the attention of distributors."

XetaComp currently produces the sunVex base nanomaterials at a contract site in Pennsylvania, with finished formulations being prepared in collaboration with CSL. Manufacture of the base nanomaterials at its Lawton facility are slated to begin in December.

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