



Press Release

USA EXPANDS DEPLOYMENT OF MIXEL'S REVOLUTIONARY WATER-TREATMENT SYSTEM

Leading anti-fouling product for utility and industrial cooling water systems will provide significant operational, financial and environmental benefits.

December 4, 2012

WASHINGTON, D.C., and PARIS—Dec. 4, 2012--Mixel USA LLC, exclusive U.S. distributor of Mixel® anti-fouling products, announced today that it has signed strategic agreements with Mixel Industries SAS. The far-reaching agreements significantly expand Mixel USA's capabilities to supply utility, industrial and institutional plants with Mixel's innovative products for treatment and protection of water-cooling and heating systems.

Mixel's core products, Mixel 432, MexClear and MexSteam, are considered the most environmentally friendly solutions for water-cooling systems in nuclear plants, thermal conventional plants, hydro plants and other industrial operations that use massive water-cooling systems. Its compact size and safe handling also make it highly practical for commercial and institutional users.

"We are very proud to be representing these revolutionary products that prevent fouling and improve energy efficiency, as well as offering superior environmental performance compared to traditional chemical water treatment programs," said Mary Wolter Glass, president, Mixel USA LLC.

Antoine Vanlaer, CEO of Mixel Industries, stated: "Ms. Glass is a terrific leader for marketing our water-cooling system products in the United States. We are proud to work with her and delighted that she agreed to continue to offer her tremendous experience, industry knowledge and network of contacts in U.S. industry to Mixel Industries. Not only will Mixel Industries benefit from the agreements in terms of U.S. sales, but we also believe that the value our minority investment in Mixel USA will grow as a result of her proven leadership skills."



Mixel USA was advised by the Law Offices of Gregory S. Feis, Washington, D.C., in connection with the multifaceted agreements. William Kahn, a partner in Nixon Peabody, a noted corporate law firm, advised Mixel Industries. Mr. Kahn, working in the firm's Paris and Washington, D.C. offices was assisted by Paris associate Julien Espeillac.

About Mixel USA LLC

Mixel USA provides Mixel Industries' water treatment technologies in a complete product offering that includes the design, installation, anti-fouling products, maintenance and full product support. MUSA supplies environmentally safe, automated systems to clean and protect water circuits that are simple, reliable, and financially and technically superior to traditional technologies. Mixel USA is an independent distributor based in Arlington, Virginia. Contact: Mary Wolter Glass at 703-349-3347, mobile 703-786-3308.

For further information: www.mixelusa.com.

About Mixel Industries SAS.

Mixel Industries SAS develops and distributes environmentally friendly treatment products for industrial applications. Founded in France in 1990, Mixel Industries SAS has pioneered a range of innovative green emulsions for power stations, water circuits, fuel combustion, concrete formworks and ballast water treatments. As a result of extensive research and development, Mixel Industries has developed various emulsions: antifouling products, fuel additives, silicate deposit inhibitors and emulsions for formworks. These emulsions are made from organic substances and always safe for the environment. Mixel Industries' products reduce water system fouling from a variety of biological and chemical sources, optimize cooling efficiency and significantly lower operational costs of its customers. Contact: William Kahn at (202) 585-8000. For further information: www.mixel.fr.