



The **SAFEST WATER** In The World

CONTACT:

Beth Kennedy

505-224-1140

beth.kennedy@miox.com

FOR IMMEDIATE RELEASE

MIOX Announces Distribution Partnership with Quimiproducos
Partnership offers MIOX entry into Latin American food & beverage market with safer, cost-effective water disinfectant solutions

Albuquerque, NM – September 13, 2010 – [MIOX Corporation](#), a leader in safe water disinfection, today announced an exclusive distribution partnership with [Quimiproducos](#) for MIOX products in the [food and beverage](#) market in Latin America including Mexico; Central America; Venezuela, Colombia, Brazil, and Argentina. Based in Mexico, Quimiproducos manufactures and distributes chemical products to a broad range of sectors in the food and beverage industry, including soft drink, brewery, food, meat, water treatment and product distribution. Quimiproducos was selected as an exclusive MIOX distributor because of their demonstrated market leadership position in this marketplace and their complementary business model.

“We’re very excited about partnering with Quimiproducos in Latin America,” said Bob Newton, MIOX VP of Industrial Markets. “Their experience and intimate understanding of the food and beverage market in those regions will allow MIOX to bring a cost-effective, green disinfectant that improves safety by eliminating hazardous chemicals in food and beverage plants.”

MIOX provides advanced, cost-effective solutions to the beverage industry for all water treatment applications including plant source water treatment, surface or groundwater, process water treatment, wastewater treatment, cooling towers on the facility, [clean in place](#) (CIP) for process fill lines - including syrups and raw sugars - and bottle rinsing. MIOX’s clean technologies treat water using only salt, water and power to generate a dilute disinfectant on site. Creating disinfectant on site is safe, cost effective and environmentally responsible, cutting back transportation requirements, reducing carbon emissions and fuel consumption, and eliminating the storage and disposal of chemical containers.

About MIOX Corporation

MIOX Corporation (www.miox.com) is focused on solving one of the world's most pressing issues: the need for affordable, safe, and healthy water. MIOX’s patented water disinfection technology replaces the need to purchase, transport and store dangerous chemicals. MIOX is used in over 30 countries and in hundreds of communities across the U.S. for public drinking water systems, water reuse projects, and a variety of commercial and industrial applications.

About Quimiproducos

Quimiproducos S.A. de C.V. ([Quimiproducos](#)) is a Mexico based chemical company, which manufactures and distributes chemicals products, mainly specialty chemicals, to food and beverage industries. The company is a subsidiary of Fomento Economico Mexicano, S.A.B. de C.V. (Grupo FEMSA). The company offers its products and solutions to diverse sectors such as soft drink, brewery, food, whey products, meat, water treatment and product distribution. The principal products offered include adhesives, coatings, detergents, disinfectants, semi-synthetic lubricants and synthetic container transporters, cleaners, and products for hand hygiene, plant maintenance and water treatment.