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FOR IMMEDIATE RELEASE

KnowCharge Inc. recognized in the New Brunswick Legislature for its advanced technology that makes paper products electrically conductive.

June 7 2013, Fredericton. New Brunswick based technology firm, KnowCharge Inc., was recognized in the New Brunswick Legislature today for its world leading commercial technology that will transform and revitalize the Pulp and Paper industry, not just in New Brunswick, but across Canada.

Mr Brian Macdonald, MLA Fredericton-Silverwood, rose in the legislature to acknowledge the development of this break-through technology that was discovered here in Fredericton at the University of New Brunswick (UNB) and is now being commercialized by the Fredericton firm KnowCharge Inc. Mr Macdonald praised the three founders of KnowCharge, UNB graduates Mr Rob Morrow, Edgar Gallibois, and Chris Marshall, for their innovative entrepreneurial spirit.

In addition to simple applications like recyclable, sustainable paper-based static protective packaging for the electronics market, Mr Macdonald recognized more advanced applications in the communications, energy, security, and defence industries as well. "The technology pioneered by KnowCharge has the potential to revolutionise the pulp industry in New Brunswick, and around the world" said Mr Macdonald. "This is exactly the kind of innovation that will add value to our traditional natural resources and propel the New Brunswick economy forward."

Mr Rob Morrow, CEO, KnowCharge Inc. gives thanks for their corporate success to visionary support received from the Atlantic Canada Opportunities Agency, the Atlantic Association of Community Business Development Corporations – Southwest, Natural Sciences and Engineering Research Council of Canada, the National Research Council of Canada, the Province of New Brunswick, the early investors from the New Brunswick Innovation Foundation and the First Angel Network, and most importantly, the University of New Brunswick and Dr. Yonghao Ni.

KnowCharge is very proud of its New Brunswick based research and business roots and looks to create global success, placing New Brunswick's Pulp and Paper Industry at the forefront of high technology specialty paper products world-wide.

For more information, please contact: Rob Morrow by telephone at +1 506 442 9023 or by email at: robert.morrow@knowcharge.com or visit KnowCharge Inc. on the web at: www.knowcharge.com



KnowCharge Inc. was founded in 2008 by three energetic University of New Brunswick (UNB) graduates: Rob Morrow, Edgar Gallibois, and Chris Marshall. Together, these three talented and innovative entrepreneurs are taking an amazing idea, developed at the University of New Brunswick, and turning it into a world leading commercial technology that will revolutionize and revitalize the Pulp and Paper industry.

The idea: Electrically Conductive paper!

KnowCharge's patented process, introduced at the pulp fibre level in the production of traditional paper products, makes the final paper product, be it simple office paper to cardboard to everything in between, ***electrically conductive***. With dozens of end-use applications in the works, the first core initiative the company has on offering addresses the "Electrostatic Discharge (ESD) Protective Packaging" market. Everywhere in the world where electronic components are manufactured, they need protection from the damages caused by static electricity. The market is huge!

Unlike current ESD protective packaging products on the market, **KnowCharge's** 100% paper product contains no toxic or hazardous chemicals and is entirely recyclable and environmentally sustainable. For the first time the electronics industry around the world has a choice between consuming billions and billions of a non-renewable plastic based packaging, or choosing New Brunswick's own sustainable, recyclable solution - made from paper.

The company's technology goes well beyond just protecting electronics and has extensive commercial applications in areas like communications, energy storage and security. Imagine electronic product identification devices embedded in their paper packaging; or anti-tamper devices embedded in box cardboard; or specialty papers that provide built-in anti-counterfeit and anti-copy properties, ideal for certificates of authenticity, currency, or even a more secure passport.

For more information, please contact:

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Robert Morrow

Robert Morrow is the CEO and co-founder of KnowCharge Inc. He's a proud graduate of UNB having obtained both his Bachelor Business Administration in 1994 and his Master of Business Administration in 2009. He has an entrepreneurial background including technology start-up experience as well as running his own independent technology consulting firm. To Rob, the recipe for global success is great science, hard work, and an enduring vision. All of this is at the heart of New Brunswick.