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FOR IMMEDIATE RELEASE

Sanimax's new website reflects re-branding

MONTREAL, QC — Sanimax today launched a completely revised and updated website featuring a new look, more in-depth content and user-friendly structure. It also incorporates Sanimax's recent re-branding as North America's leading BioReturn™ company.

Visitors to www.sanimax.com will find more extensive information on Sanimax's offerings, which range from collection and maintenance services for the food industry to agriculture and animal nutrition products, hides and leathers, and renewable fuels made from bio-based feedstocks.

Content has been rewritten and reorganized to focus on the customer. The site now includes full listings for hundreds of products, as well as a facility locator powered by cutting-edge Google® technology that pinpoints Sanimax's 24 locations using maps and satellite photos.

"We've always been committed to top-quality service," says Sanimax President and Chief Executive Officer, Martin Couture. "Now our website better reflects that emphasis by giving our customers more of the information they're looking for and making it easier than ever to access."

It also reflects Sanimax's re-branding initiative, designed to clearly articulate what the company does: reclaim organic materials, renew them, and return them to the marketplace as high-demand goods.

"At Sanimax, we've been green before green was trendy," says Couture. "By creating a new word — BioReturn™ — to describe what we do, we're emphasizing both our long history of providing environmental services and our innovative vision for the future."

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About Sanimax

Sanimax is North America's leading BioReturn™ company, with 24 locations across the continent. We reclaim materials such as animal by-products and used cooking oils, renew or transform them at our North American facilities and return them as high-demand goods such as tallow, glycerin, proteins, leather and biofuels. We ship worldwide to top manufacturers in the pharmaceutical, chemical, cosmetics, leather, energy, animal feed and pet food sectors. The company is privately held.

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