

NEWS RELEASE

For Immediate Release

Longo's Living Wall at Maple Leaf Square Part of Award-Winning Interior

- *Suspended two-sided wall first of its kind* -

BRESLAU, ONTARIO; October 17, 2011 – A two-sided living wall that is a centerpiece of the Longo's location at Maple Leaf Square in downtown Toronto was recently recognized as part of an award-winning design at the 2011 edition of the ARIDO (Association of Registered Interior Designers of Ontario) Awards.

The Award of Merit was presented to Sam Chan of Watt International, in recognition of his work at one of the newest Longo's locations.

"We are honoured to have had the opportunity to work with both Watt International and Longo's on this project," says Dr. Alan Darlington, president of NEDLAW Living Walls. "It was an exciting installation to work on and we're very pleased that the parties involved were recognized for their efforts." Darlington says the NEDLAW Living Wall installed at the Longo's Maple Leaf Square location is unique for a number of reasons including the fact that it is below grade and completely artificially lit. Additionally, he notes that this was the first time the company suspended a two-sided living wall. The wall is 16 feet tall and 8 feet wide.

Award winner Chan, says the recognition from ARIDO is rewarding. "The Longo's store at Maple Leaf Square is a flagship location. It is a very unique location in the sense that it is a full size store, in a basement location that required some creativity to help attract and drive people to the basement to shop. The award from ARIDO in recognition of our efforts to address these challenges and create a wonderful shopping experience for Longo's customers is very much appreciated."

Chan notes that the living wall installed as part of his design for the store, is an excellent tie-in with Longo's 'a fresh tradition™' new brand positioning. "The living wall provides a very tangible expression of freshness that is a key part of the Longo's customer experience."

Paul Collette, project manager for real estate and construction with Longo's, says "the living wall plays an important part in establishing the unique grocery environment for shoppers at the Maple Leaf Square location," adding that its design and functionality are also indicative of the company's ongoing efforts to raise and contribute to environmental awareness.

The living wall at Longo's Maple Leaf Square location was built by RFB Construction.

NEDLAW Living Walls improve the aesthetics and physical work environments of the facilities in which they are installed. They bring natural outdoor air cleaning processes inside and use interior plantscapes and a patented air biofilter system to effectively remove many common indoor air contaminants at a fraction of the cost required for traditional ventilation and conditioning systems.

Last year, a NEDLAW Living Wall at One Kids Place in North Bay, Ontario, was recognized through an ARIDO Award as part of the Project of the Year award won by Mitchell Architects Inc. One Kids Place provides a range of services to help children, youth and their families with physical, developmental and communication delays and disabilities.

About NEDLAW Living Walls

NEDLAW's patented living wall biofilters utilize green plants and beneficial microbes to produce high quality indoor air and beautiful plantscapes. They are the only living walls that act as both biofilters and plantscapes to actively remove chemicals, dust and spores from indoor air, returning fresh air to the living environment. For more information about NEDLAW Living Walls, visit us at www.nature.com.

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For additional information, please contact:

Dr. Alan Darlington
NEDLAW Living Walls
519-648-9779
alan@nedlaw.ca

Sam Chan
Watt International Inc.
416-364-9384 (ext. 521)
schan@wattintl.com

Paul Collette
Longo's
905-264-4110 (ext.4321)
paul.collette@longos.com

Chris Davison
Davison Communications Inc.
519-400-6613
chris@davisoncommunications.com