

For Immediate Release

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SIRRUS ANNOUNCES PARTNERSHIP WITH ELMER'S®

Demonstrates unique value proposition offered in consumer channel

CINCINNATI (July 7, 2014) - SIRRUS, Inc. today announced the initiation of a development agreement with Elmer's Products, Inc. for the development of consumer products from SIRRUS' Chemilian™ and Forza™ monomer platforms. This partnership draws on SIRRUS' unique technology to broaden the portfolio of products already offered under Elmer's iconic brand portfolio.

"We are very pleased to sign this strategic partnership with Elmer's and to be part of their commitment to growth in their core categories," said Mark Holzer, SIRRUS Vice President of Business Development. "This partnership, already underway, is validation of our potential to bring a diverse portfolio of products to market through partners using our proprietary technology in novel applications."

"Elmer's® has a proven history of successfully bringing innovations to market to address consumer and DIY needs," said Joe Wetli, Director of Innovation and Business Development at Elmer's Products. "Our partnership with SIRRUS provides access to a new technology that we believe can provide differentiation across our product portfolio."

For more information about SIRRUS or Elmer's, please visit <http://www.siruschemistry.com> or <http://www.elmers.com>.

About SIRRUS

Founded in 2009 and previously known as Bioformix, SIRRUS was formed to commercialize efficient, high-performance monomers and derivatives. SIRRUS technologies allow reduction or elimination of energy consumption and improved product performance in manufacturing, decorating and assembly. For more information, visit www.siruschemistry.com.

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