

For: Prolitec, Milwaukee, Wis.
From: Parness & Associates, Aberdeen, N.J.

FOR IMMEDIATE RELEASE

PROLITEC NAMED ‘SCENT MARKETER OF THE YEAR’ FOR ITS RETAIL INNOVATIONS

--Award cites impact of Prolitec’s in-store scenting program with Abercrombie & Fitch.

MILWAUKEE (12/28/11) –Prolitec, Inc., the global provider of ambient-scenting technology and services, along with Abercrombie & Fitch, the internationally known fashion retailer, were named “Scent Marketers of the Year” at the 2011 ScentWorld Expo, a major international conference sponsored by the Scarsdale, N.Y.-based Scent Marketing Institute (SMI).

The conference was held Dec. 7-9 at the Gansevoort Hotel in Miami Beach. In a statement following the announcement, SMI said it jointly gave the award to Prolitec and Abercrombie in order to recognize the two companies for their “ground-breaking in-store scenting program” and “as acknowledgement of their leadership in the use of scent in merchandising and in-store communications.”

“When it comes to using scent in merchandising, Abercrombie is a true pioneer,” said Prolitec CEO Richard Weening. “Abercrombie’s CEO Mike Jeffries and his leadership team are superstars in retail merchandising and masters of the art of engaging all the senses in the store. They are key contributors to ambient scenting’s emergence as one of the hottest trends in retailing.”

About Prolitec

Prolitec is a global provider of ambient scenting technology and services to retail stores, hotels, casinos, assisted living communities, offices and other locations. Headquartered in Milwaukee, Wisconsin, Prolitec provides scent marketing services in the US directly to major brands such as Abercrombie & Fitch, Disney and Hollister. Prolitec also provides services in 56 countries around the world through certified service provider partners.

About SMI

The Scent Marketing Institute (www.scentmarketing.org) is the industry association for scent marketing and related fields. SMI provides educational information, research and support on scent marketing to industry members, brand executives, marketing agencies and the media. SMI also has an annual conference, ScentWorld Expo, where companies from all over the world convene to learn about technology, strategies and trends involving scent and sensory marketing (www.scentworldexpo.com).

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