



Athens, 23.4.12

PRESS RELEASE

**SARANTIS GROUP STRENGTHENS ITS PRODUCT PORTFOLIO THROUGH THE DISTRIBUTION OF
THE BRANDS COLOUR CATCHER & KEEP IT WHITE**

Within the context of its strategic development and aiming to further reinforce its product portfolio Sarantis Group undertakes the distribution of the brands “Colour Catcher” and “Keep it White” in Greece, starting from Monday, May 14th, 2012.

These brands belong to the Spotless Group with which Sarantis Group cooperates on the distribution and representation of Vapona.

Colour Catcher is the leader in its segment in Europe.

The net sales of both brands during 2011 in Greece, amounted to 2.5 million €, while market share rose to 72.4%.

With this deal, Sarantis Group apart from an increase in turnover anticipates an enhanced profitability in the mass market distribution channel.