



**PRESS RELEASE**  
**For immediate release**

## **2009 ARISTA Provincial Competition**

### **Jean-François Bernier named Young Entrepreneur of The Year!**

**A great victory for Bio Spectra and its eco-friendly product line, ATTITUDE®**

**Montreal, May 11<sup>th</sup> 2009** - Jean-François Bernier, CEO of Bio Spectra, the company that manufactures ATTITUDE® eco-friendly household products has just been named: "Young Entrepreneur of the Year-Quebec small business" during the 2009 edition of the prestigious ARISTA Provincial Competition. For the Bio Spectra team this win symbolizes three years of challenges, hard work and success. The competition was organized by the *Jeune Chambre de Commerce de Montréal* (JCCM) and the results were announced last Thursday at Four-Diamond Marriott Chateau Champlain in front of an audience of over 500 esteemed guests.

"It is a great honor, for both my team and I, to receive this prestigious distinction. For my company, this award represents the incomparable efforts we have made throughout the last couple of years. Moreover, I am personally very honored to have been chosen among other great candidates and to see my name appear amongst past recipients", mentioned Jean-François Bernier, 32 years of age, CEO of Bio Spectra. "One thing is certain: we will build on this recognition from the business community to offer even more solutions to promote responsible consumption."

#### **The rise of ATTITUDE® products**

The concept behind Bio Spectra and the ATTITUDE® product line is quite simple: to make available to all types of consumers certified eco-friendly products. The company's mission is to reach and inspire consumers of all walks of life to integrate responsible consumption into their daily routine. This recipe has proven successful as ATTITUDE® products can now be found in over 2 500 points of purchase throughout Canada, the United States and Japan, and sales have sky-rocketed by 700% in the last two years alone.

The company's goal: become a global player and reference for responsible consumption whilst proving that going green can go hand in hand with successful business. Moreover, ATTITUDE® products will soon be available in France, Great Britain, Germany and Spain.

#### **About Bio Spectra**

Bio Spectra is a Canada-based company that specializes in the development of eco-friendly alternatives to popular household products. The company's mission is to promote eco-responsible consumer behaviour by offering high-performance cleaners that minimize the negative impact on our health and the environment. Its line of ecological household products, ATTITUDE®, is available in more than 2,500 retail locations in Canada (Metro, Super C, Jean Coutu, IGA, Sobeys, Wal-Mart, Pharmaprix, London Drugs, Canadian Tire), in the United States (Whole Foods Market, Jewel-Osco, Amazon.com) and in Japan (<http://www.attitude.co.jp/>). Bio Spectra has its head office in Montreal, QC, and a production plant in Saint-Eustache, QC.

BIO SPECTRA  
**ATTITUDE**®

Jean-François Bernier, CEO, Benoit Lord, COO, and Hans Drouin, R&D Director, join forces to fulfill the Bio Spectra mission: to promote changes in consumer behaviour by offering genuine eco-friendly alternatives.

-30-

Source: Bio Spectra  
[www.cleanattitude.com](http://www.cleanattitude.com)

Information: Josiane Bétit  
Press Agent  
514- 831-0276  
[jbetit@bio-spectra.com](mailto:jbetit@bio-spectra.com)