



News Release

March 31, 2010

Craig Rominger named President and Chief Executive Officer of NanoICE, Inc.

The Board of Directors of NanoICE, Inc. voted unanimously to promote Craig Rominger to President and CEO of NanoICE, Inc. global operations. Mr. Rominger previously served as Chief Operating Officer of the company through its initial development phase.

Chairman Snaebjorn Gudnason commented on the change, "Mr. Rominger has shown the Board that he is our leader as we enter a new phase in our (Company's) development."

Board Member Fridgeir Jonsson added, "His business process experience and ability to execute our strategy provided ample evidence of his fit for this leadership position. "

NanoICE, Inc. recently won a Zino Zenith Awards (Signifying "Best Investment Opportunity") during the Zino Green 2010 Green Investment Forum in both Portland, OR and Seattle, WA, and was chosen as a Fund Finalists, one of which will be awarded a \$50,000 guaranteed investment.

Mr. Rominger spearheaded the search for investors and the market introduction of the company. "We have established many of our important partnerships and will begin introducing our technology to our markets through pilot projects. Our partners see the tremendous potential our technology brings to their industries, and we are poised to help them through the transition to all-natural preservation technology."

NanoICE, Inc.

<http://www.nanoiceusa.com/>

NanoICE is a privately owned corporation, established in 2010, and based in Washington.

The company's core products are NanoICE systems. NanoICE systems produce molecular ice fractions, or fractures that are less than 1 μ in diameter. These molecular ice crystals are able to be delivered for use in small quantities, through transfer devices as small as a hypodermic needle, or in large quantities through hoses or pipes. Our core competencies lie in the science of raw material preservation, and our systems represent the best preservation technology available today. We back this claim with over 10 years of research, and real-life success stories all illustrating the outstanding performance of NanoICE systems, with UptakeENERGY.