

**September 22, 2010**

**For Immediate Release**

**NanoICE, Inc. wins Zino Zenith Award and qualifies as Fund Finalist.**

The Zino Zillionaire Investment Forum, held September 15, 2010 featured 21 companies, all vying for the coveted Zino Zenith Award, as well as their place as a Fund Finalist, eligible for the \$50,000 Investment Prize. The companies are selected to present after going through written and verbal screening tests, and must pass due diligence in order to be eligible for the fund investment.

NanoICE, Inc. won the Zino Zenith Award for Best Investment Opportunity as voted by the accredited investors attending the event. "This is a great day for NanoICE. Zino puts on a great event, and attracts many of the top Entrepreneurs and Angel Investors in the Northwest. This "Seal of Approval" from the Angel Investment community has spurred significant interest in our products and services," stated Craig Rominger, President & CEO.

In addition, NanoICE was selected as one of three (3) finalists for the \$50,000 Investment Fund. As one of only three companies selected for Fund eligibility (Technology Investment), this places NanoICE among the top investment opportunities in the Northwest.

"Since the Zino event, our velocity has accelerated 10 fold, website activity has increased significantly, and we have met our short-term fundraising goals. We can now begin to execute our market strategies – this is where the real fun begins," Mr. Rominger added.

NanoICE, Inc.

NanoICE is the inventor of Molecular Ice Technology, revolutionary, preservation science. NanoICE is the world's smallest ice product, and is the Gold Standard of food preservation. The Company will leverage its technology to achieve three primary goals: a) Preserve natural resource yields, helping our customers bring maximum product to market, b) Eliminate the risk of foodborne illness from our food supply, naturally, thus eliminating the need for chemicals and pharmaceuticals, and c) Develop sustainable practices-through partnerships with industry stakeholders.