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**For Immediate Release**

### **NatureSeal, Inc. Launches Newly Redesigned Website**

Westport, CT (March 28, 2011) - NatureSeal, Inc., announces the launch of their newly redesigned website, [www.natureseal.com](http://www.natureseal.com).

NatureSeal is a leading supplier of patented vitamin/mineral based products that extend the shelf life of fresh-cut produce. The Company continues to expand its portfolio of products, and most recently introduced *First Step*, a new environmentally friendly produce wash developed as a replacement for chlorine.

The newly redesigned website's homepage gives visitors access to the various product lines available, as well as to their specific markets. The website is easy to read and navigate with images and colors that translate well to the various target markets; *fresh produce processors, the foodservice industry and the grocery/retail market.*

Several new pages have been added to the website, including the comparison gallery page, which shows the difference between freshly cut produce treated with NatureSeal vs. untreated controls. Additional sections are dedicated to news, press releases, access to all of the company's *The Freshest Cut* newsletters and a complete list of trade shows that NatureSeal will exhibit at in the future.

Future plans for the site will include e-commerce, giving the foodservice industry the ability to order online at their convenience. A further addition for the future includes language translation software, giving NatureSeal's growing number of international customers' access to the site. The Company also plans to design a website for its UK subsidiary, AgriCoat NatureSeal Ltd., and integrate the two seamlessly.

#### About NatureSeal

NatureSeal, Inc. is a subsidiary of Mantrose-Haeuser Co., Inc., the Westport, Connecticut-based world leader in specialty film coatings for the pharmaceutical, confectionery, food, agricultural and industrial industries. Founded more than 100 years ago, Mantrose-Haeuser is owned by [RPM International, Inc.](http://www.rpm.com) of Medina, Ohio, a specialty coatings & sealants company traded on the New York Stock Exchange under the symbol RPM.