

News Release

NOBLE LIVINGS, INC.

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Noble Livings Announces Close of Council Bluffs Facility *Factory Inspection Sheds Light on Need of Larger Factory*

(St. Louis, Aug. 28, 2014) – On Aug. 27, Noble Livings Chief Executive Officer Martin Fitzpatrick made an announcement to all Council Bluffs, Iowa, facility staff that the factory will no longer remain in operation effective Oct. 1, 2014. The decision to close the operation was made after a factory inspection deemed the facility equipment inefficient. It was concluded that the only way to update the facility was to build a larger factory. Contractors estimated the facility property and surrounding land could not handle a project of such great capacity.

In result to the Council Bluffs factory closing, Noble Livings will provide more than 450 employees a two-week severance. Corporate officers said they will do the best they can to locate other work for employees through various company contacts.

“We have many corporate partners with facilities of similar size and staffing,” said Noble Livings Chief Operations Officer Miranda Yetch. “We understand the urgent need for the staff to find new employment. And we are doing all we have the means to in order to help them in their job search.”

The company also plans to maintain a field office operations staff of 30 people in the area. The current Council Bluffs facility manager will make decisions in regards to personnel choice for this team. Its main duties will include keeping up with administrative tasks and operations.

Noble Livings made the decision to close the facility after it speculated the Council Bluffs facility is equipped with outdated hardware, making the manufacturing process slow and costly. Its distributed product —the bacteria detector, Baxsi—calls for the most current equipment in order to promise the highest-quality product possible. The facility could no longer maintain these standards, and the land surrounding the factory did not allow for expansion or attempts at refurbishment.

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Despite the lack in equipment efficiency, the facility has seen an outstanding performance record through the labor of a loyal staff. In 2013, the Noble Livings Council Bluffs location broke the company record for performance and was honored with an employee appreciation dinner.

“The Council Bluffs facility has always been our highest-performing manufacturing operation,” said Fitzpatrick. “Due to the hard work of employees, we have been able to provide a state-of-the art product that will change the way we look at bacteria detection and overall sanitation. We will do everything in our power to ensure these faithful workers are taken care of.”

A buyer or lessor will be sought to take over the facility. Start-up operations similar in size and capacity from around the United States have also shown interest in the factory. Information on new ownership will be provided as soon as a decision regarding the facility has been made.

Noble Livings plans to build a new manufacturing operation in the Midwest within the next two years. An exact location and timeline has not yet been determined, but officers will make a final decision by the end of 2014. The new facility will break ground in researching new methods and enhancements of Noble Livings products. Primary manufacturing will shift to the Atlanta facility until the new factory is completed.

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About Noble Livings, Inc.

Noble Livings, Inc. (noblelivings.com) is distinguished for its commitment to providing groundbreaking sanitation technology that aids the everyday consumer. Its cutting-edge breakthroughs have changed the way people think about sickness prevention and protection. Its most widely known and successful endeavor is the personal bacteria detector device, Baxsi, which can be found in major pharmacies and drugstores across America. Noble Livings headquarters and research facility is located in St. Louis, with a sister research and manufacturing facility in Atlanta.