

News Release

NOBLE LIVINGS, INC.

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Noble Livings Announces Close of Council Bluffs Facility *Searches for New Location After Factory Evaluation*

(St. Louis, Aug. 28, 2014) – Earlier this afternoon, Noble Livings Chief Executive Officer Martin Fitzpatrick made an announcement in a press conference that the Council Bluffs, Iowa, 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 to needed standards was to build a larger factory. The land surrounding the current property was not able to support such a massive undertaking.

“We understand the urgency in relocating to a property of greater capacity,” said Noble Livings Chief Operations Officer Miranda Yetch. “The factory was no longer able to keep up with the ever-growing need for the most updated equipment. And that is absolutely crucial for our manufacturing process.”

Noble Livings made the decision to close the facility after it speculated the Council Bluffs facility is equipped with outdated hardware, making the manufacturing process slow and costly.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.

Relocating the facility will also contain manufacturing costs because of the increased efficiency the new operation will provide. Ultimately, relocating will save the company more than 15 percent of its operations budget, despite the costs of a new location.

“We are excited to see how this new location will enhance our manufacturing process and cut costs in the process,” said Fitzpatrick. “Our goal is to provide a state-of-the art product that will change the way we look at bacteria detection and overall sanitation. This new location will ensure that we have the highest quality product to help meet this goal.”

(more)

Council Bluffs - Add One

Despite the lack in equipment efficiency, the Council Bluffs facility has seen an outstanding performance record through the labor of a loyal staff. In result to the closing, Noble Livings will provide more than 450 employees a two-week severance. The company also plans to maintain a field office operations staff of 30 people in the area to maintain administrative and operational tasks.

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.