



*Sustainable Solutions for
health,
productivity and the
environment.*

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FOR IMMEDIATE RELEASE

PRESS RELEASE

Rochester Midland Subject of Sustainability Documentary

June 30, 2010 – Rochester, NY Rochester Midland Corporation (RMC) is the subject of a TV documentary airing on Public Television stations throughout the U.S., as well as local stations in 136 countries via Voice of America. The program is part of the "Insights HD" series of educational documentaries, hosted by Hugh Downs. The RMC episode will air beginning the week of June 28, 2010. Specific air dates and times will vary by station.

"Sustainability will be essential to life as we go forward and we are at the forefront of that just like we have been pioneers in the green movement. We see ourselves as pioneers in the sustainable movement and we want to take our customers with us as we move forward and be there to support them," says Owen Foster, Sr. VP Marketing Resources, RMC.

The RMC documentary presents an overview of sustainability, and how RMC partners with its customers to find sustainable solutions for health, productivity and the environment. It includes interviews with Patty Calkins, VP Environment, Health and Safety, Xerox Corporation; Catherine Ahern PE, Director of Engineering, Rochester Institute of Technology; Anahita Williamson, Director NYS Pollution Prevention Institute at RIT; Paul Mallett, VP Operations, APC Paper; Owen Foster, Sr. VP Marketing Resources, RMC and Mike Coyner, President/Office of the CEO, RMC. The video may be viewed on the RMC website at www.rochestermidland.com/sustainability.

The Insights HD series of documentaries is dedicated to informing and educating viewers about the causes, services and issues that most affect them. Previous episodes have focused on such diverse topics as autism awareness, vascular surgery, "Green" buildings, and outdoor excursions.

Rochester Midland, founded in Rochester in 1888, is a leading supplier in North America of industrial cleaners, restroom care products, food safety chemicals, water treatment chemicals and personal care products. Rochester Midland is the leader in Green Housekeeping utilizing third party certified, biobased cleaning products, along with education and training programs for workers and building occupants. Rochester Midland has other manufacturing locations in Illinois, California, Canada, and Wales. RMC has a joint venture in South Africa and distributors in over 50 countries throughout the world. Rochester Midland is committed to developing sustainable solutions for health, productivity and the environment.

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