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FOR IMMEDIATE RELEASE

PRESS RELEASE

Newton Green Appointed to Senior Sustainability Engineer

Rochester, NY, December 2010 — Rochester Midland has announced the appointment of Newton B. Green II (Newt) to the newly created position of Senior Sustainability Engineer at Rochester Midland Corporation. Newt recently retired from the Rochester Institute of Technology where he served as Technical Manager of the New York State Pollution Prevention Institute. While at RIT, Newt was also involved in several joint projects with Rochester Midland and RIT, and he is delighted to join Rochester Midland Corporation full-time.

In his new position, Newt will be working with key customers to develop sustainable process improvements, guide the sales force in expanding their capabilities in sustainable services, initiate and develop new sustainable products and strategies, and provide engineering support to internal and external customers. Kathy Lindahl, President of the Specialty Chemicals Division, views his appointment as a beneficial move for Newt and for Rochester Midland: “Newt Green is highly regarded for his experience and expertise in sustainable strategies and processes in many industries. He will be a great asset to Rochester Midland in maintaining and expanding our leadership position as the preeminent provider of sustainable solutions for health, productivity, and the environment.”

Newt graduated with a Bachelor of Science degree in biomedical and environmental engineering from Brown University. He also graduated from Dartmouth College with an MBA degree in accounting and finance and a Master of Engineering degree in chemical and mechanical engineering. He is a registered Professional Engineer in four states, a Project Management Professional, a board-certified environmental engineer (American Academy of Environmental Engineers), and an expert witness. Newt has over thirty years of work experience in business administration, consulting engineering, project management, research and development, higher education, sustainable engineering, and business development. Prior to serving as Technical Manager of the New York State Pollution Prevention Institute, he had served as a professor of environmental management at RIT following several years of

work as a consulting engineer for environmental engineering firms. He has trained thousands of professionals in various technical subjects and has implemented hundreds of sustainable process improvements in organizations throughout the United States. In his spare time he enjoys mountain climbing, leadership studies, athletics, piano, and volunteering as an adult leader for the Boy Scouts of America. Newt resides in Pittsford, NY with his wife of 20 years, Pam, a registered nurse, and his son, Hunter (17), a junior at Pittsford Mendon High School on the Pittsford crew team. His daughter, Katie (19), is a sophomore at St. Lawrence University, majoring in government and philosophy.

Founded in 1888, Rochester Midland is a leading manufacturer of specialty chemicals for food sanitation, industrial cleaning and water treatment as well as housekeeping and restroom care programs designed for human health, safety, and the environment. Rochester Midland is the leader in Green Housekeeping and their programs utilize third party certified, biobased cleaning products, along with education and training programs for workers and building occupants. Rochester Midland is committed to developing sustainable solutions for health, productivity and the environment. For more information, please contact Liz Waidelich at 585-336-2220 or lwaidelich@rochemidland.com.

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