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NEWS RELEASE

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Former CEO of Cannon Hygiene, Inc. Steps Down *Company Acquired by Another Firm*

Chicago - June 8, 2009—Doug Calvert, former CEO of Cannon Hygiene, Inc., has recently stepped down as the company's top executive officer after the firm was acquired by another company.

Cannon Hygiene's parent company invented the feminine hygiene disposal unit and exchange system over 50 years ago. The company was recently selected by vacuum manufacturer Dyson to distribute the Dyson Airblade Hand Dryer.

Speaking before a small business group in Chicago, Calvert said the recent acquisition was the result of Cannon Hygiene's significant growth over the past three years.

Calvert believes focusing on his customers, employees, and “doing the right thing”—even in an uncertain economy—are the key reasons for his success.

“These are always good business practices that can also lead to growth,” he says. “In our case it was even stronger because everyone working at our Atlanta office also believes in these same principles.”

In addition to these principles, Calvert offers the following suggestions to Jansan industry executives:

- Develop a company “soul.” This is what differentiates your company from your competitors.
- Heart-based management. This is similar to doing the right thing, but in broader terms means doing whatever is proper and ethical. Follow this principle regardless of the economic ramifications and instill these beliefs in your staff as well. Directly deal with challenges.

“You can’t cross a sea by just staring at the water,” says Calvert. “Focus on meeting and overcoming the challenge, and only dwell on why it happened [and] if it can be prevented from happening again in the future.”

- Love your business. The enthusiasm for a company and its products starts at the top. “Your love for your company spreads to employees and on to your customers,” he says.

Calvert, who has already begun investigating new opportunities, has been in the Jansan industry for 30 years, starting with such well-known firms as S.C. Johnson and Kimberly-Clark.

“When you study the founders of these companies, you find they all knew and practiced these same principles,” notes Calvert. “No matter what the economy, [these companies] are as strong as ever today.”

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About AlturaSolutions Communications

AlturaSolutions Communications, based in Chicago, IL., is a communications, public relations, consulting, and marketing firm, working specifically within the Jansan and building industries.

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