



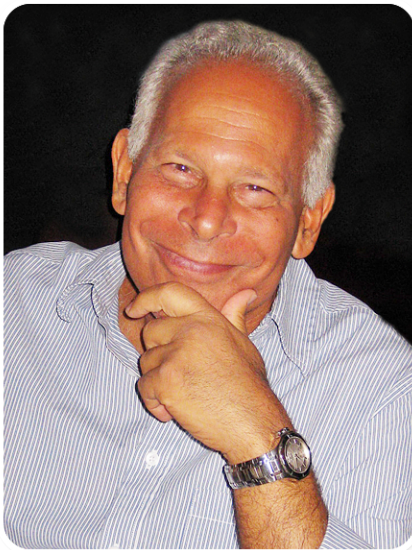
RD Fresh
KEEP FOOD FRESHER, LONGER!

2011 ECOVISIONARY AWARD WINNER

We are happy to report that on March 9, 2011 The Green Business League awarded their 2011 ECOVISIONARY AWARDS to some industry giants including HOME DEPOT, HANES, and METLIFE for their forward thinking green solutions in reducing their impact on the planet. Stepping up to the podium to receive an award along with those "giants" was the newest and smallest "guy on the block", RD FRESH. RD Fresh's truly unique, "green," zeolite-based, food preservation, energy-saving "technology" reduces food waste and energy usage more affordably than ever before. While the others all make use of some very high tech solutions to the problems they face, RD FRESH has found a completely passive, 100% green, zero technology, zero footprint solution that provides clients an immediate Return On Investment.



It has been said that 90% of the population waits on the leaders to step out to show the way. These are called "Game Changers" because they have the ability to see the rewards more clearly than others and take the risks that comes with the territory. The EcoVisionary Awards seeks out those businesses with the spirit and commitment to so the way forward.



Steve Gerson is the owner of RD FRESH, a company that is revolutionizing the way food is preserved and transported nationwide. While conservation of energy, food safety and food freshness are critical challenges faced by food-service providers the world over, it's the particular difficulties faced by isolated island resorts that inspired the development of RD FRESH five years ago.

Steve Gerson, Coach of the 1997 Gold Medal British Virgin Islands Culinary Team and author of 'Contemporary Caribbean Cuisine' has been Chef of his own award winning restaurant, Food & Beverage Director at a number of exclusive Caribbean Resorts, and Consultant to properties throughout the Caribbean. While conservation of energy, food safety and food freshness is important worldwide, it was the particular difficulties faced by isolated island resorts that after thirty years in the Hotel and Restaurant Industry, led Mr. Gerson to the development of RD FRESH.



IT'S SIMPLE: KEEP FOOD FRESHER, LONGER!

- Moisture accelerates the spoilage of meat. Meat emits ammonia and nitrogen, which in turn further accelerates the spoilage. RD FRESH absorbs water (H₂O), ammonia (NH₃) and nitrogen (N).
- Fish emits carbon dioxide, hydrogen sulfide and ammonia. RD FRESH absorbs carbon dioxide (CO₂), hydrogen sulfide, (H₂S) and ammonia (NH₃)
- Produce emits ethylene gas, which accelerates the ripening and spoilage of other produce. RD FRESH absorbs this ethylene gas.

RD FRESH

- Absorbs up to 55% of its weight in humidity.
- Increases the shelf life of food up to 50%.
- Reduces the transfer of food odors.
- Reduces the spread of bacteria and cross contamination.
- Reduces refrigeration temperatures 3-5 degrees.
- Reduces refrigeration cycles up to 50% extending the life of the compressor.