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FOR IMMEDIATE RELEASE

Renewal2 Completes the Acquisition of Sensibility Soaps

Vancouver, BC: Early last month Renewal2 Investment Fund announced the completion of the acquisition of Sensibility Soaps, the leading private label/contract manufacturer of certified natural and organic personal care products. The new company, renamed "Sensible Organics", will continue to be headquartered in Beaver Falls, Pennsylvania with the mission of becoming the leading private label manufacturer of environmentally friendly and chemical free personal care products.

Sensibility Soaps is a pioneer in the organics industry and became the first personal care manufacturer in the U.S. to receive organic certification by the USDA in 2003. Beginning with the manufacture of natural, cold-processed bar soaps in 1996, the company's capabilities quickly expanded and is now recognized for its cutting edge R&D in the natural and organics industry and has a library of hundreds of innovative certified natural and organic formulations for skin care, bath and body, hair care and fragrance. Sensible Organics will honor the heritage of Sensibility Soaps and build on its platform by continuing to provide innovative leadership to the organic personal care market through its ongoing partnership with the USDA and through strategic partnerships with leading retailers such as Whole Foods.

Sensible Organics is the ninth company in Renewal2's portfolio of triple bottom line businesses; which includes other notable green consumer product companies as Seventh Generation. Renewal2 was the lead investor in the deal and recruited top talent in marketing and consumer products to join the management team and board. Rob Robillard has joined as Chair of the Board. A beauty and retail industry veteran, Rob has built and led numerous high profile, high growth consumer brands including serving as the CEO of Living Proof, President of Kiehl's and SVP of Marketing at L'Oreal Paris.

The Board has recruited Rick Ruffolo to the role of CEO & President to bring strong, experienced leadership to rapidly and strategically grow the business. Rick is an industry-recognized leader with over 20 years of consumer goods and retail executive experience at Procter & Gamble, SC Johnson, Bath & Body Works and Yankee Candle creating and growing brands in multiple product categories across nearly all channels of distribution.

"We're at an important inflection point in the organic industry," states Rick Ruffolo. "With the right business strategy, operational expertise and marketing support, along with the continued partnership of key retailers and industry organizations, Sensible Organics can provide consumers with attractive offerings that fit their lifestyles and help the organic personal care industry experience rapid sales growth and achieve even greater acceptance and usage over the next five years."

On the environmental impact side, this investment is an important addition to the Renewal2 portfolio as the traditional personal care industry is toxic to both the natural environment and consumers' health. According to the Environmental Working Group, industrial chemicals are basic ingredients in personal care products and one in eight of the 82,000 chemicals registered for use in U.S. Personal Care Products contain carcinogens, pesticides, reproductive toxins, endocrine disruptors, plasticizers, degreasers and surfactants. Consequentially, as many of these toxins are washed down taps and drains, there is increasing concern about the impact of these chemicals on wildlife, rivers and streams.

"At Renewal2, we are deeply concerned about the environmental impact that traditional person care products have on consumers and the natural environment," states Paul Richardson, President of Renewal2 and Board Member of Sensible Organics. "Our investment in Sensible Organics means we can help grow the organic personal care products industry and we are confident that we have the right management team and board in place to see the new company's impact and growth goals through."

For more information about Sensible Organics, visit their website at www.sensibleorganics.us

About Renewal2 Investment Fund

Based in Vancouver, BC, Renewal2 is a social venture fund that builds upon almost two decades of experience in successful high-impact investing. Renewal2 is dedicated to delivering financial returns by investing in leading environmental and social mission businesses in Canada and the U.S. www.renewal2.ca

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