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**Sustainable Chemistry Alliance Invests
In Vive Crop Protection's Innovative Technology**

SARNIA, ON – The Sustainable Chemistry Alliance announces its investment in Vive Crop Protection, a Toronto-based producer of formulations designed to give growers the ability to increase crop yields safely while reducing the use of petroleum-based additives in crop protection products.

"We are looking forward to working with Vive as they continue to develop their technology for different pest and weed uses within the agricultural sector and move products into the marketplace over the next few years," said Dr. Murray McLaughlin, president and CEO of the SCA. Vive becomes the 11th investment by the SCA over the past two years in helping innovative companies to commercialize sustainable technology and processes.

Traditional crop protection products use a wide range of formulants, surfactants, emulsifiers and other chemicals around the active ingredient to help with delivery into the plant or other target. Vive's patented delivery mechanism replaces this wide range of chemicals by encapsulating the active ingredient inside a tiny ball. These small capsules are made out of biodegradable or bio-inert polymers.

Keith Thomas, president and CEO of Vive, said SCA's investment, along with funds from other investors, will help Vive to build on its successful trial experience and development agreements with large well known chemical companies around the world. "Our goal is to convert those development agreements into commercial agreements in 2012 and ready our products for the marketplace."

It is estimated that the top 10 global plant science companies spend \$3 billion to \$4 billion per year in R&D in crop protection and new product development.

About the SCA

The Sustainable Chemistry Alliance (www.suschemalliance.ca) is a not-for-profit organization established in 2008 to promote growth and prosperity by fostering and supporting innovation, development, commercialization and related business activities and projects in the area of green and sustainable chemistry. SCA is supported by the Bioindustrial Innovation Centre, a Centre of Excellence for Commercialization of Research with funding from the Government of Canada.

About Vive Crop Protection

A privately held company based in Toronto, Vive Crop Protection (www.vivecrop.com) researches and commercializes formulations of active ingredients for crop protection and other applications. Founded out of the University of Toronto's chemistry department in 2006, Vive now has two locations in Toronto and one in Guelph. The company has 24 employees and has collaborated with universities such as Guelph, McGill, Western Ontario and Alberta. It has clients in the United States, Europe and India.

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SCA President and
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Vive Crop Protection
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