

Rev7™ Gum launches online Battle of the Bands competition at South by Southwest Music Festival

Austin, Texas, March 13th: Revolymer, US Inc. has announced that its revolutionary Rev7™ gum is sponsoring a new online band competition, *Band Battle Revolution*, launching during the South by Southwest (SXSW) music festival and in partnership with Planet LA Records and Loudie.

The competition will see unknown bands given an online platform to upload original songs and then compete head-to-head with other groups to secure votes from fans. The band with the most votes from each 'battle' will then progress to 'fight' another winning band until they reach the final stage where the ten remaining bands will compete against each other to win the coveted top band position.

The winning band will win prizes including the opportunity to perform live at the 2013 SXSW Music Festival. One of the world's most influential music festivals, SXSW hosts over 45,000 music lovers and industry executives, attending from across the world, and has a reputation as a showcase for the next big artists. Other elements of the prize package include Gibson Guitars, Line 6 Amps, Blue Microphones and dozens of others, as well as prize awards to voting fans.

Chris Tamiillo, VP, Sales & Marketing Revolymer Inc. said:

"We are delighted to be partnering with Planet LA Records to launch this exciting competition to find the next great band. The sponsorship will help us raise awareness of our revolutionary Rev7 gum amongst our target market of switched-on, digitally savvy 16-35 year olds, who want a great gum that's good for the planet."

As part of the sponsorship agreement, Loudie will also offer fans throughout the year at various music festivals, opportunities to get free Rev7™ gum samples and other great offers. Loudie's app already links music fans together, enabling them to share their thoughts and experiences.

ENDS

Notes to Editors:

About Rev7™

Rev7 gum removes readily from a range of surfaces (including paved sidewalks, carpets, textiles, transport fabrics and clothing materials), and disintegrates into a fine powder within 6 months using mild agitation in water. The gum offers all these environmental benefits coupled with a longer lasting flavour and exceptional chew, offering consumers a no compromises chewing experience.

www.rev7gum.com

About Revolymer®

Revolymmer® is a rapidly growing technology development company which has developed a unique portfolio of products and formulations for the FMCG industry. Using commercially available and inexpensive polymers, Revolymer® applies its innovative proprietary approach to formulate novel polymers to revolutionise existing consumer products. Current applications for the Company's technology are in the Confectionery Chewing Gum, Medicated Chewing Gum, Household Products, Personal Care and Coatings & Adhesives sectors of the FMCG industry

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