



ASX MEDIA RELEASE

16 OCTOBER 2015

## CHEMICAL INNOVATIONS

ALEXIUM INTERNATIONAL GROUP LIMITED

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### **ALEXIFLAM CHEMISTRY EXPANDS TO SECOND MAJOR BEDDING BRAND**

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**Perth, WA and Greer, South Carolina: Alexium International Group Limited (Alexium) (ASX:AJX, AX:AJX, OTC QX:AXXIY)** is pleased to announce that based on the fire retardancy (FR) performance, environmental friendly formulation and value proposition of our Alexiflam™ chemistry, our major bedding client (for more details see press release on 14 September 2015) has expanded the use of our Alexiflam™ treatments to a second US national bedding brand under its corporate umbrella.

Total annual revenue to Alexium from these two US national bedding brands is expected to be \$5M USD (\$6.8M AUD) pa, with revenue from this second brand to commence before the end of 2015. For customer marketing confidentiality reasons, the brand details will not be provided until products are in store.

Dirk Van Hying, President of Alexium, stated, "This second US national major brand is strong reinforcement of not just the value Alexium chemistries bring to the bedding market, but their ease of use, as this second program was developed proactively by our customer with limited involvement from Alexium staff. We anticipate our presence in this market segment will continue to grow from this solid foundation."

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## About Alexium

Alexium International Group Limited (ASX: AJX, AX:AJX OTC QX: AXXIY) holds proprietary patent applications for a process developed initially by the U.S. Department of Defense, which allows for the surface modification and attachment of nano-particles or multiple chemical functional groups to surfaces or substrates to provide functions such as fire retardancy, water proofing, oil proofing, and anti-microbial treatments. Applications under development include but are not limited to textiles, paints, and packaging, glass and building materials. Alexium's fire retardant chemical treatments are currently marketed for different fabric markets under the Ascalon™, Nycolon™, Nuvalon™, and Polytron™, Omnitron™, Bactron™ and Alexiflam™ trademarks.

