

Firwin Corp. Makes International Sales Agreement

Toronto, ON – August 2012 — Firwin Corporation, a leading manufacturer of custom insulation products for a diverse range of industries, announces that it has a new distributor in South America, Ventas (VLA) s.p.a. of Santiago, Chile.

Firwin's products are sold through distributors in Canada and the U.S. This agreement marks its first step to establish a sales network in the growing Latin American market.

"The Chilean market is one of the more stable and advanced markets in South America," said Paul Herman, Firwin's president. "It is among the world leaders in mining, and we believe there is a need for our removable insulation blankets in Chile just as there is in North America."

Copper mining, a large contributor to Chile's economy and an important source of foreign exchange for the Chilean government, is seeing a particular boom, according to research by the *Economist*. Chile's largest open-pit copper mine has just begun converting to an underground mine, where Firwin insulation blankets and Mine Wrap will be highly useful.

Ventas's president, Gustavo Romero, explains: "Our company, founded in 2007, provides sales services by working closely with our suppliers, helping them to

identify and grasp opportunities in order to better position themselves ahead of the competition. Our goal with Firwin is to position the brand within the mining industry, particularly in the underground mining industry, with Mine Wrap Mark II and Mark III.”

MineWrap™ Mark II is used to provide heat containment on engine and exhaust parts of underground mining vehicles, while its stainless steel foil inner liner prevents any fluid from lodging in the insulation matt. MineWrap™ Mark III goes a step beyond the Mark II, with its reinforced outer cover to provide extra rigidity to stand up to underground mining’s extreme work conditions. Both of the products contribute to fire safety.

“Mines in both the open pit and underground industries use our blankets for lowering ambient heat, protecting personnel, and in the case of underground mining, for fire safety as well,” said Paul Herman. “There is no reason why mines in Chile should not have the same benefits as their counterparts in North America.”

For Firwin, the distributor agreement with Ventas is a natural first step into the South American marketplace. A free trade agreement between Chile and Canada has been in place for 15 years.

For information on Firwin’s capabilities and local distributors, please contact the company at 877-FIRWIN (877-347-9467) or email to firwin@firwin.com.

About Firwin

Firwin, an ISO 9001:2008 company, is a leading manufacturer of custom insulation products for diesel and gas exhaust systems and industrial applications. Removable insulation blankets (also called removable insulation covers and removable insulation jackets), permanent Hard Coat™ composite insulation, and off-the-shelf insulating tapes and sleeves for high-temperature applications are Firwin's main products. These are used in many industries as well as for on-road and off-road vehicles. An in-house design team is available to advise customers on the best insulation for each job. Firwin's goal is creating professional relationships with clients and aiding them in making the best insulation decisions to reduce risk and promote peace of mind.