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Company Announcements Platform

ASX Limited

Bronson Secures Exclusive Marketing and Distribution Rights

- **SoloDiesel** – Patented, leading product for the prevention of mis-fuelling
- European category leader
- Exclusive Australian and New Zealand Distribution rights secured
- Existing Australian customer base and Initial orders in the system
- Solves a recurring problem in Aust & NZ market place

Bronson Group Limited ("Bronson") (ASX: BGR) is pleased to announce that it has secured the exclusive Australian and New Zealand marketing and distribution rights to SoloDiesel - a market leader in the prevention Mis-fuelling.

The Distribution Agreement is for an initial 12 month period with automatic extensions available subject to sales performance and agreement between Bronson and Alara, the general distributor of SoloDiesel.

Replacing the original fuel cap with SoloDiesel cap is simple and fast and it physically prevents mis-fuelling, a common, recurring problem in Australia. It is estimated that mis-fuelling costs Australian motorists approx. \$10 million per annum in engine rectification costs, with an average repair bill of \$7,000.

Mr Hans Luttringer of Bronson said that "SoloDiesel is the leading European product in this category and is already being sold in Australia. Bronson has already secured initial orders for SoloDiesel and is looking forward to implementing its marketing and distribution plan for this unique product."

Bronson is in the process of transitioning itself into a broader marketing and distribution Company and the securing of exclusive product and distribution rights for unique products is central to its strategy.

For further information on SoloDiesel please refer to www.solodiesel.eu