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Michigan Movie Theatre is America's First to Integrate Leading Edge Bacteria-Fighting Technology

Rochester Hills, MI...CSG today announced Michigan's Emagine Theatre has become the first movie theatre in America to use the Surface Antimicrobial System™ (SAS) to proactively and continuously minimize the presence of bacteria, germs, and several other microbial contaminants. Applied to theatre seats, restrooms, concessions, and public benches at Emagine's Canton and Novi locations, the SAS eliminates illness-causing microorganisms such as MRSA (methicillin-resistant *Staphylococcus aureus*) and inhibits the growth of bacteria, mold and fungi for one year on any surface.

"There are so many overt things we do to make our guests movie-going experience as enjoyable as possible," said Ruth Daniels, Vice President, Sales & Marketing, Emagine Theatres. "You can't necessarily see the Surface Antimicrobial System proactively and continually working to stop the growth of bacteria, but we are certain our customers will appreciate the added level of cleanliness."

The SAS is available in easily applied do-it-yourself kits, which Emagine is using, or can be applied by certified applicators. To date, the unique antimicrobial technology powering the SAS has been applied to over 12 million square feet of surfaces in schools, professional sports franchises, hospitals, and United States Army installations across America. Some of America's most prominent SAS users include the New York Yankees, the U.S. Army, and the Washington Redskins. CSG Chief Executive Officer Craig Andrews believes Emagine will be recognized as a leader and innovator in the theater industry like many early adopters of the SAS were in other industries such as athletics and education.

"Emagine Theatre is making a phenomenal gesture to its customers by becoming America's first movie theater to utilize the Surface Antimicrobial System," said Andrews. "The thousands of guests that enjoy the Emagine Theatre experience every day should be even more comfortable knowing the seats they sit in and the restrooms they use are treated with the same antimicrobial technology used in places as big as a US Army Installation and as small as a home nursery."

SAS DIY Kits are extremely easy to apply. It's a simple two-step process that begins with the application of a high-performance cleaner disinfectant that swiftly kills 99.9% of germs and bacteria, including illness-causing microorganisms such as *Staphylococcus* and its antibiotic resistant strain MRSA (methicillin-resistant *Staphylococcus aureus*).

After the surface is cleaned, CSG's long-lasting SurfaceAide® antimicrobial treatment is sprayed on. This is the innovative part of the process because SurfaceAide antimicrobial technology will inhibit the growth of bacteria, mold, and fungi for up to one year before another application is needed. It's invisible, odorless, safe, and dries quickly. SurfaceAide antimicrobial technology is EPA registered, non-toxic, and non-irritating to human skin.

CSG is the worldwide leader in environmentally-beneficial surface treatments. Through the use of two transformational technologies CSG has developed two unique surface treatments, SAS™ and PURETi™. The SAS family of surface treatments are applicable to any surface or fabric and have the ability to inhibit the growth of a wide array of bacteria 24/7 for years. PURETi™ sustainable surface treatments transform any surface into a self-cleaning material that can significantly reduce the presence of air pollutants. For more information on CSG visit www.csgrp.com or call 888.510.2847.

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