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## PRESS RELEASE

### Solamatrix Sponsors Courage Brothers' Polar Bear Dip to Support World Vision

**St. Petersburg, FL, December 16, 2009:** On January 1, 2010 roughly 5000 spectators will watch nearly 500 people take a plunge into the frigid Lake Ontario. This is all part of the annual Courage Brothers' Polar Bear Dip in Oakville, Ontario, Canada - a charitable event organized by the owners of Courage Distributing (Todd and Trent Courage.) All net proceeds will be donated to World Vision Canada to help provide a dependable source of clean water for the people of Kahi in the Umutara region of Rwanda.

As the Polar Bear Dip celebrates its 25<sup>th</sup> anniversary, Solamatrix, Inc. is once again proud to sponsor the event. "Courage Distributing is one of our closest business partners and we are happy to support Todd and Trent along with the many volunteers that work tirelessly to help those in need," says Angie Howard, marketing communications manager.

With more than \$420,000 raised to date, the goal of this year's event is to raise more than \$60,000. The money will be utilized by World Vision Canada to drill new wells and build reservoirs for the people of Kahi, Rwanda. Due to persistent droughts in the Umutara region of Rwanda, the majority of the population has been left without reliable access to safe water. According to a recent survey, two thirds of the population relies on contaminated water collected from shallow hand-dug wells, swamps and ponds. As a result, hundreds of children regularly suffer from recurring water-borne diseases such as diarrhea, intestinal worms and painful skin rashes.

This past summer, Todd and Trent Courage had the opportunity to visit Rwanda and see first hand how the money raised from the Polar Bear Dip is impacting so many lives by providing clean, disease-free sources of water for the residents of Kahi. "In North America, it's all about convenience, as we can access clean water with ease -- a mere turn of a tap or twist of a cap -- but in Rwanda, accessing clean water is all about survival," observes Todd Courage. "Everyday, every child devotes large chunks of time walking miles to waterholes (waterholes that are often polluted), because they simply have no other choice. It is good to see that our efforts are making a difference, but so much more needs to be done."

To learn more about the Courage Brothers' Polar Bear Dip and to find out how you can contribute, please visit their website at [www.polarbeardip.ca](http://www.polarbeardip.ca).

Solamatrix, a subsidiary of Novomatrix, manufactures and globally markets a comprehensive family of solar control, safety and security window films for motor vehicles, homes and commercial property. Its product lines include the popular SUN-GARD® solar control window films and GLASS-GARD safety and security films.

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