

Canadian Zeolite's ecoTraction®; Making Headlines in the Fight Against Road Salt

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Vancouver, British Columbia (FSCwire) - [Canadian Zeolite Corp.](#) (the "Company") (TSX.V: CNZ) (OTCQB: CNZCF) (FSE: ZEON), an international marketer and distributor of zeolite products, has been fielding numerous inquiries expressing interest in the potential of ecoTraction®; as an alternative or outright replacement to road salt and ice-melter products in the constant battle against the elements of winter.

Recent press coverage of negative impacts of chlorides (road salt and alternative chemical ice-melters) on infrastructure, plants, pets, people and our environment has continued to raise awareness of the issue; and of alternative approaches to achieving safe, secure and slip-free sidewalks, parking lots and roads. The Company recommends the following recent media reports for information about the issue: *How Canada's addiction to road salt is ruining everything*: National Post Tuesday, January 22, 2018 (<http://nationalpost.com/news/canada/how-canadas-addiction-to-road-salt-is-ruining-everything>) and CBC's *The Current* from Friday, January 26, 2018: (<http://www.cbc.ca/radio/thecurrent/the-current-for-january-26-2018-1.4504277/beet-juice-and-cheese-brine-what-cities>) featuring Stephen Coates, President of the Company's subsidiary, Earth Innovations Inc., the makers of ecoTraction®;.

Canadian Zeolite is committed to introducing the ecoTraction®; advantage to municipalities, property managers and private contractors responsible for keeping our cities safe for drivers and pedestrians throughout the winter season," said Ray Paquette, CEO of [Canadian Zeolite Corp.](#) "Using ecoTraction®; either instead of, or in conjunction with, ice-melters is a responsible and environmentally beneficial approach to providing a safe traction surface in the face of ice, freezing rain and hard-packed snow."

On Behalf of the Board

Ray Paquette

President & CEO

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