

# International Zeolite Announces Landmark Negotiation

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Vancouver, January 25, 2021 - [International Zeolite Corp.](#) (TSXV: IZ) (OTC Pink: IZCFF) (FSE: ZEON) (the "Company") an international marketer and supplier of natural zeolite and zeolite products, is pleased to announce landmark negotiations were held in Havana, Cuba between the University of Havana Foundation (UH), GEOMINERA S.A.(GMSA) and [International Zeolite Corp.](#) (IZC). Mark Pearlman, in his capacity as Director represented IZC. This negotiation was the culmination of months of planning. The purpose of the meetings was to conclude on three major agreements, formalize working teams and to garner a better understanding of the NEREA® products that Cuba has developed over the last 20 years.

The parties held conversations focused on developing joint projects aimed at creating an International Economic Association, for production, technology transfer, marketing and distribution of NEREA® products in the Canadian market, subject to the rules that regulate foreign investments of the Republic of Cuba. Carlos Luis Jorge Mendez, the Director General for Foreign Investment in Cuba reiterated that IZC will have our full support and is very hopeful about the project.

NEREA® zeoponic technology has proven to produce higher yields of crops by 20-30%, a higher quality of product, uses less water by 30% and has lower plant infection by fungus, viruses and microorganisms. NEREA® substrates are environmentally friendly and do not produce wastes that damage the environment.

Mr. Pearlman commented, "One of the highlights of the Cuba trip was to the NEREA® experimental farm. To date, I have reviewed several documents and studies showing the benefits of NEREA®, however as the cliché goes, 'seeing is believing'."

UH and Geominera have assigned senior leaders to form a team to conduct work associated with the contracts and agreements. IZC is currently assembling a high-level team to move the project forward. The IZC team and timelines will be announced over the coming weeks.

On Behalf of the Board  
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