

BioNovelus Welcomes Internationally Respected Businessman and Innovator to Board of Directors

Phoenix, March 14, 2017 (GLOBE NEWSWIRE) -- / BioNovelus, Inc. (PINKSHEETS: ONOV) is pleased to announce the appointment of internationally recognized business and financial consultant Anthony J. Parkinson to its board of directors. Mr. Parkinson has a background in investment banking, corporate finance, corporate restructuring, M&A negotiations, and strategic business management.

Among his many accomplishments, Mr. Parkinson co-founded **KRONOS, Inc.** the first microprocessor-controlled algorithm in time/attendance with over 20,000 international customers and \$1.3 billion in sales. He also created the market for uprated historic classic cars specializing in Jaguars, closed the acquisition of **Milton Bradley** Company for \$400M among over \$5 billion of financings and as Hasbro Senior Vice-President, integrated and managed the combined \$300 million European business of **Milton Bradley and Hasbro, Inc.**

Mr. Parkinson was an investment banking partner of Drexel Burnham Lambert, and general partner of NAE Inc., owners of the New York Islanders, four time Stanley Cup champions. Mr. Parkinson gives back to his community in part through coaching youth lacrosse and ice hockey and he has served on the board of the Positive Coaching Alliance.

Mr. Parkinson is Executive in Residence at the W.P. Carey School of Business at Arizona State University (ASU) where he has often been a guest lecturer and mentor. He is currently Vice-Chairman of Triage Now; Vice-Chairman of Urbix, and senior strategic advisor to Vitreox.

Parkinson's strong commitment to the environment as well as high tech with a health bent makes him a good addition to the Board.

Mr. Parkinson stated, "I've spent a lot of the last decade peering into my crystal ball when it comes to where we need to guide the planet. BioNovelus has a lot to add to that conversation and I want to be certain that what they are saying gets heard."

BioNovelus welcomes the addition of Parkinson's high-level expertise, experience and success to its Board of Directors.

About BioNovelus Inc.

[BioNovelus, Inc.](#) (PINKSHEETS: ONOV) is a bioscience company that honors the environment with an innovative, cost effective and disruptive technology-based solution to agricultural and water problems.

The coffee industry is the second largest commodity market in the world to the oil industry (Source: Business Insider). Since the late 19th century, the coffee industry has been plagued by Coffee Rust or "Roya" (*Hemileia vastatrix*) a devastating fungus that attacks the Arabica plant. Billions of dollars and hundreds of thousands of industry jobs have been lost throughout Central America since 2012 to this Coffee Rust epidemic. (Source: ICafé). The entire coffee belt from Indonesia to Africa, to Central and South America to Vietnam and Asia is seeking a remedy to this Coffee Rust epidemic.

We are determined to help coffee growers keep the better tasting strain of the Arabica plant by fighting coffee rust through our "green" CR-10 instead of being forced to change to "hybrid" type plants. We feel very strongly that our "green", biodegradable product is not only better for our environment but for people who enjoy the rich flavor that comes from Arabica coffee beans, whether organic or not.

BioNovelus' primary target market is the \$100Billion* plus, annual, worldwide, coffee industry. (*Source: Business Insider)

About Biofungicide CR-10

CR-10 is a proven, biodegradable, non-toxic solution that kills bacteria, fungi and spores rapidly, safely and effectively. It is a new generation of biofungicide with a unique mode of action. BioNovelus management believes that CR-10 has a broad range of uses in agricultural applications.

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