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News Release

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FOR IMMEDIATE RELEASE

**BREAKTHROUGH ADVANCEMENTS IN PORTABLE UV EQUIPMENT
OPENS NEW MARKETS FOR UV CURING**

Live Demonstrations at World of Concrete Showcase New Technology

LAS VEGAS – Adastra Technologies, Inc. will unveil its newly developed, patent-pending portable UV Curing Equipment at the World of Concrete show in Las Vegas, February 2-5, 2010. The development of the Circa 2000, UV Floor Curing Machine and the Starlet 300, Hand-Held UV Curing Device has culminated after more than six years of research and development at the company's facility in Torrance, CA.

The Circa 2000 and Starlet 300 are the world's first portable UV equipment that eliminates the need for large, bulky power supplies which can weigh in excess of 125 pound, making them impractical for contractors and flooring professionals to use in the field. With its patent pending technology, Adastra's portable floor machine, the Circa 2000, weighs less than 40 pounds making it easier to transport and handle.

The handling of the Circa 2000 is also revolutionary because of its rotating lamps and the omni-directional movement which improves the curing of UV coatings. The two three-inch lamps spinning under the machine's chassis also provide two-and-a-half times more peak power than its competition, meaning the machine may cure UV coatings containing color or pigments.

Aside from the cutting edge technology, the Circa 2000, is currently the most affordable portable UV floor curing machine available on the market today. Its introduction at the World of Concrete will open a new market of the UV curing industry for on-site applications. Some of the many uses for the Circa 2000 for both residential and commercial applications will include restaurants, hospitals, clean rooms, warehouses, gymnasiums, garages, new and remodel construction.

"We are pleased to showcase our two new products at the World of Concrete," said George Wakalopulos, CEO of Adastra Technologies, Inc. "this show exemplifies all the latest innovation and products designed to help the industry which is vital in today's economy."

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Adastra's second breakthrough portable UV curing device is the Starlet 300. This hand-held curing machine employs patent-pending technology making it lighter, more powerful and economical than its competition. The Starlet 300 is designed for use on countertops, furniture, bathtubs, windowpanes, corners and patch/crack repair. Weighing less than two pounds, the Starlet 300 system can cure in virtually any hard-to-reach area.

Both the Circa 2000 and the Starlet 300 can be used on a number of surfaces or substrates including concrete, tile, granite, marble, vinyl and wood. The systems are ideal when used with 100 percent solid or waterborne UV coatings because they meet or exceed strict state and federal air quality guidelines. Currently, most conventional coatings contain high levels of solvents or volatile organic compounds which are harmful to the environment. The state and federal restrictions are influencing contractors to explore new uses of UV curing, which is environmental safer.

In addition to the environmental issues, contractors are also realizing that UV curing is more economical due to the instant curing which significantly reduces the drying time of conventional coatings.

Adastra Technologies, Inc.'s revolutionary portable UV curing equipment is making the application of UV coatings in the field easier, more practical and affordable.

Live Demonstration at our Press Conference:

When: Tuesday, February 2, 2010
Time: 11:00am-11:45am
Where: South Hall Booth S13551
What: Live demonstration of UV curing with Circa 2000

Adastra Technologies, Inc. will also hold live demonstrations throughout the show.

For More Information on our Portable UV Curing Equipment Products visit

www.UVCureNow.com