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Power Packaging and International Dispensing Corporation (IDC) Form Strategic Sales Alliance

New York, NY (August 10, 2010) – International Dispensing Corporation (IDC) (IDND.PK) today announced the signing of a global strategic sales alliance with Power Packaging, an Exel Company and the premier provider of manufacturing and packaging services to the world's largest consumer packaged goods companies (CPG). The partnership will combine IDC's advanced dispensing technology and technical expertise with Power Packaging's 40-year track record as an industry leader in contract manufacturing and packaging solutions.

"IDC is at the forefront of innovation for the food and beverage flexible packaging industry and we are excited about the opportunities our shared commitment represents," says Geoff Campbell, President of Power Packaging. "We believe in IDC's patented dispensing technology, The Answer™, which allows the customer's product to maintain an aseptic state even after the commencement of dispensing, from first drop to last. It is a game-changing innovation that will benefit CPG companies around the world."

"Our alliance with Power Packaging will open many doors for IDC. It enables IDC to offer a total composite solution for high-acid products and to have complete supply chain support for The Answer tap," says Greg Abbott, founder and chairman of IDC. "We are thrilled to be teaming up with Power Packaging and its sterling record of achievement."

Power Packaging is the largest food and beverage contract manufacturer in North America, with five advanced manufacturing and production facilities across the country. The partnership with IDC will focus on high-acid (juice, sports drinks, teas, etc.) aseptic opportunities for large-format flexible packaging, and will target leading branded CPG companies.

For more information, please visit www.idcdispensing.com.



About Exel

Exel is the North American leader in contract logistics, providing customer-focused solutions to a wide range of industries including aerospace, automotive, chemical, consumer, energy, industrial, life sciences, retail and technology. Exel's innovative supply chain solutions, skilled people and regional coverage, bring together all aspects of contract logistics in addition to a wider range of integrated, value added and specialist services. Exel is a wholly owned entity of Deutsche Post DHL, the world's leading logistics group. For more information, visit www.exel.com.

About International Dispensing Corporation (IDC)

Founded in 1995, IDC is a research and development company that develops, manufactures, and licenses cutting-edge dispensing solutions for the packaging and foodservice industries. For more information about IDC and its products, visit www.idcdispensing.com