

# *NEWS RELEASE*

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## **Applied Nanotech Holdings, Inc. Establishes Sales and Marketing Presence in Europe**

**Austin, TX, January 25, 2010** – Applied Nanotech Holdings, Inc. (OTC BB: APNT) announced that it has entered into an agreement with Mr. Martin Schmid, Managing Director of Roscommon & Peacock International GmbH, to represent ANI's interests in Europe. The office will be located in Bergisch Gladbach, Germany in the Köln/Dusseldorf region.

Mr. Martin Schmid recently retired from his position as the General Manager of the Carbon Nanotubes (Baytube™) Division of Bayer MaterialScience (BMS) in Leverkusen. His global responsibilities included R&D, production, business development, marketing and sales, as well as health and safety activities since 2005. Mr. Schmid was instrumental in obtaining the investment for a new world scale production plant in 2007 and oversaw the construction of this plant. From 1991 to 2005 Mr. Schmid held managerial positions in Bayer's polymer business units.

"We are very pleased that Mr. Schmid has joined our team," said Dr. Zvi Yaniv, CEO of Applied Nanotech, Inc. "Martin's experience in the marketing and sale of nanomaterials and polymers will contribute greatly to our efforts to expand our activities in Europe. I expect this arrangement to be equally successful to our long time marketing presence in Japan that has resulted in substantial revenue over the years."

"It is great that Martin is bringing his vast experience to help us accelerate commercialization of our nanomaterials," said Doug Baker, CEO of Applied Nanotech Holdings, Inc. "Nanomaterials is one of the most active and rapidly expanding areas of our business and this expansion of our business development efforts will lead to increased revenue opportunities for us."

## **ABOUT APPLIED NANOTECH HOLDINGS, INC.**

Applied Nanotech Holdings, Inc. is a premier research and commercialization organization focused on solving problems at the molecular level. Its team of PhD level scientists and engineers work with companies and other organizations to solve technical impasses and create innovations that will create a competitive advantage. The business model is to license patents and technology to partners that will manufacture and distribute products using the technology. Applied Nanotech has over 250 patents or patents pending. Applied Nanotech's website is [www.appliednanotech.net](http://www.appliednanotech.net).

## **SAFE HARBOR STATEMENT**

This press release contains forward-looking statements that involve risks and uncertainties concerning our business, products, and financial results. Actual results may differ materially from the results predicted. More information about potential risk factors that could affect our business, products, and financial results are included in our annual report on Form 10-K for the fiscal year ended December 31, 2008, and in reports subsequently filed by us with the Securities and Exchange

Commission ("SEC"). All documents are available through the SEC's Electronic Data Gathering Analysis and Retrieval System (EDGAR) at [www.sec.gov](http://www.sec.gov) or from our website listed above. We hereby disclaim any obligation to publicly update the information provided above, including forward-looking statements, to reflect subsequent events or circumstances.

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