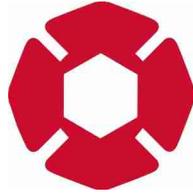


CEO CFO



Firelce®

A GELTECH SOLUTION®

Issue:
June 24, 2011

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With their Firelce® Fire Suppressant, GelTech Solutions, Inc. is Revolutionizing the Way Firefighters Fight Fires Around the World Today



Basic Materials
Synthetics
(STAN-NASDAQ)

GelTech Solutions, Inc.

1460 Park Lane South, Suite 1
Jupiter, FL 33458
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Michael Cordani
Chairman and CEO

BIO:

Michael Cordani, Chairman of the Board, has 20 years of management experience and creative entrepreneurship help him guide his professional team at GelTech Solutions' headquarters and among its distributors and representatives across America and overseas. He closely collaborates with top financiers and led GelTech's initial stock offering in conjunction with legal counsel. He is GelTech's primary contact with the U.S. Securities and Exchange Commission and oversees the company's regulatory and compliance duties. Beyond supervising GelTech's fundraising and investor relations, he enjoys overall responsibility for its marketing, sales, customer-service, and research & development functions.

Company Profile:

GelTech Solutions, Inc. creates innovative, Earth-friendly, cost-effective products that help industry, agriculture, and the general public accomplish environmental and safety goals, such as water conservation and the protection of lives, homes, and prop-

erty from fires. Firelce(R) is a patent pending fire suppressant used for direct attack of fires as well as a medium term retardant for structure protection. Firelce can be used in all types of apparatus; fire extinguishers, pumper trucks, aerial units for wild-fires and home defense units for personal home protection.

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFOinterviews.com

CEOCFO: Mr. Cordani, what is the over all vision for GelTech Solutions?

Mr. Cordani: The overall vision for GelTech Solutions is to try and revolutionize the way firefighters are fighting fires today around the world. Some of the products that the fire service is using right now are toxic and corrosive. However, our Firelce® product, after 2 years of rigorous evaluations, it has been approved, certified and placed on the QPL by the U.S. Forest Service. The term 'QPL' stands for 'Qualified Product List'. The U.S. Forest Service will not allow any product for usage in wildland firefighting that is not fully evaluated and approved. The U.S Forest Service evaluations are in place to limit harm to the environment such as aquatic life, birds, fish, and animal life, and of course human life. Right now, we are in the era where protecting the environment is important to many people and these people do not want toxic and corrosive chemicals, used on these forest fires. If possible, fire fighting agencies would like to use some type of environmentally friendly product and we feel that we can go ahead and supply the government fire departments around the world with a product that is green and will help

them put out fires.

CEOCFO: Would you tell us a little more about the GelTech Firelce® product?

Mr. Cordani: Firelce® is a potassium based dry powder, that when mixed with water creates a world class fire fighting gel. Firelce® breaks the fire triangle on two sides, quickly cooling the fuel and stopping oxygen from getting to the fire. It stops fires quickly and efficiently. A main benefit of stopping the fire on two levels is that it almost completely negates relights. Effectively stopping relights allows the fire departments to focus their efforts in other areas. The last thing firefighters want to do is go back to a fire scene that they were just at four hours ago. There are times when fire departments have been fighting a fire all day, they leave and it flares back up. Curtailing relights is a very important benefit of Firelce®.

CEOCFO: What is being used now and how is Firelce® different from what is available?

Mr. Cordani: Currently two products are used mainstream, Class A Foam and Long Term Retardant. Both of these products are 20+ year old technology, both are corrosive and not as environmentally friendly as newer products now on the market. Gel technology is reasonably new to fire fighting, the first generation gel products have been around for almost 10 years now. Their main purpose has been to be used for 'structure protection', but because they harden to create a protective barrier they can create an issue with the equipment that is used to disperse them. We feel that Firelce® is an extremely versatile

emerging technology that can have a significant place in the market.

CEOCFO: How did you come upon the technology or the idea to develop this?

Mr. Cordani: Peter Cordani our Chief Technology Officer came up with the product. Peter has been working on developing the technology for a few years now. Now under the GelTech umbrella, one of our key focus points has been to get Firelce® completely certified and approved for usage, Peter and his team have completed that goal. The fire industry has a great deal of regulation and rightfully so, lives on the line every time there is a fire. So we made sure that we went 'above and beyond' to show the effectiveness and performance of Firelce® so that when fire fighters are using it, they know that they have a world class suppressant at their disposal.

CEOCFO: Is Firelce® in use today?

Mr. Cordani: Yes Firelce® is being used today. Not only is Firelce being used domestically, but internationally as well. We are currently rolling out marketing in a various marketplaces that include China, Russia, Australia and South America. Our team is just finishing putting together our mobile mixing plant in California so that we are prepared to support the U.S. Forest Service in any large scale fires they may face during the coming years. We currently have production plants on both US coasts as well as offices in FL, NY and CA. We strive to offer service that matches the world class performance of Firelce®.

CEOCFO: Are the fire departments actively looking for a more environmentally friendly product?

Mr. Cordani: Fire departments are always looking for something more environmentally friendly. But, in today's financial environment of tight budgets, Firelce® offers tremendous value for performance as well. For example, a normal vehicle fire your average fire department would use

approximately 500 gallons to extinguish a car fire, in live fire demonstrations Firelce has proven to control and extinguish a vehicle fire with just 2.5 gallons in a Pressurized Water Fire Extinguisher. You can visit our website to view many past demonstrations of Firelce® in action. Firelce® is environmentally friendly on a few different aspects, being non-toxic, yes, but also the amount of water that it saves on a consistent basis. Water is a resource that can never be replaced, trying to save and conserve as much as we can is a goal of GelTech's as well.

CEOCFO: How do you reach potential customers?

Mr. Cordani: We market Firelce® and reach potential customers on

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many different levels. We travel and demonstrate at the largest fire industry trade shows in the US. We have many active and retired fire fighters on our staff so we are able to go out into the field and do live fire training evolutions with interested fire departments to show the effectiveness of Firelce as well as train the buying departments. It is a new technology in the marketplace and end users need education and training so that it is able to be used flawlessly when the time arises. Our team has also been very active in social networking, our Facebook page currently has 73,000 fans most coming from the fire industry. We have created a place where fire fighters can visit to speak about

tactics and stay in touch with what is new in the industry.

CEOCFO: Is there a shelf life?

Mr. Cordani: Ten years. Other products in the market place need to be agitated, stirred up every three to six months, most fire departments are not as interested in having a product that they must maintain for usage. Firelce® can sit on a shelf for ten years.

CEOCFO: Is Firelce made in the United States?

Mr. Cordani: Yes it is. Firelce® is proudly made in the United States.

CEOCFO: Does GelTech Solutions have other products?

Mr. Cordani: Yes, we do have other products. We have Soil2O, which is our agricultural water retention product. We also have a 'dust control' application that is growing as well. Dust is a very big issue around the world with dust falling, people breathing it in, it has been shown that dust from these large cement and aggregate quarries leads to various cancers. OSHA is coming down very hard regarding dust control rules and regulations. They are trying very hard to keep the dust down for both people and animals. Where Soil2O

makes a significant difference is in water savings. In order to stay OSHA compliant these large aggregate and cement companies have to dump millions of gallons of water each and every day. Soil2O has been shown to cut back on more than 50% of watering needs. When companies use millions of gallons a day, a 50% cutback is a tremendous savings. We have gone in and shown some of the big companies out there that we can come in, retrofit their truck with our patented eductor and circulate 15 pounds of Soil2O in a 2,000 gallon water truck we can cut their water substantially, to possible where they could run the truck once or twice a day instead of all day. This will bring them a savings in manpower, wear

and tear on their equipment, and diesel fuel, while lowering their carbon footprint by saving water and not putting out emissions in the atmosphere as much as they do now. They have been very receptive to our concept and overall solution and we have already made inroads into about five major companies that we are actively working with right now and we are actually selling them the product.

CEO CFO: What is the financial picture like at GelTech today?

Mr. Cordani: The financial picture right now is if you look at our last Q, we have approximately close to \$2.2 million in cash, with the only debt we have is a convertible note with one of our largest investors. Regarding sales efforts, in the international marketplace our efforts are starting to bear fruit. We are looking forward to some big things in the near future. Fire Officials around the world have started to understand how powerful Firelce® is and how big of an impact it can have on their fire control efforts. Domestically, we are working with some of the top tier fire departments on both coasts, large power and utility companies, as well we are working with all types of companies that face 'fire safety' issues on a daily basis. Our domestic efforts have really started to ramp up now that we have obtained the U.S. Forest Service' approval about 60 days ago.

CEO CFO: Is this something that insurance companies might mandate in the future?

Mr. Cordani: Yes I think that could be possible, because right now there are insurance companies out there that actually pay private fire departments to gel coat with an agent to protect homes. You do get a little bit of an edge when you have them coming to

your house and spraying your house in a firestorm and trying to help save property, which insurance companies would be liable for that property. Therefore, they want to do everything they can to protect homes and property so we are looking forward to working with them on these efforts in the very near future.

CEO CFO: What is the plan six months down the road for GelTech and what do you see as challenges as you do go about your continued roll-out?

Mr. Cordani: Our challenge as we rollout our products is education. Bringing an emerging technology to a marketplace that is steeped in tradition is difficult at times. It takes a consistent effort to continue to educate that there is a better, more economical, and environmentally friendly way to fight fires. Class A foams have been used for over 20 years, it is our job to make the marketplace aware of Firelce. Once industry pros see Firelce in action, they are always impressed. As we continue to be brought in to these top tier fire departments and Fortune 500 companies we will start to expand in the marketplace at a much quicker pace. We have been well received by the media over the last few months, we feel very confident that the best GelTech has to offer is just around the corner.

CEO CFO: Is it typically one shipment at a time or how do your contracts go?

Mr. Cordani: Being that fires are typically cyclical it depends on how active the fire season is at the time. We have inventory produced and ready to go at a moment's notice. Because fires won't wait. We need to be ready to assist fire departments with rapid deployment. Florida, Texas,

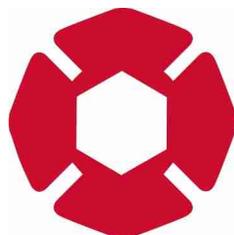
Arizona, and Colorado have already started to get hit with some major fires this year. California is not far behind. They have had a relatively low fire season the last few years, which means there is a lot of fuel on the ground at the time. We know that the fire officials are bracing for potentially a tough season.

CEO CFO: Do you do much investor outreach?

Mr. Cordani: Yes, we have done that for the last three years. When we were going through all the testing we went out there to meet investors, and do the investor shows. We make it a point to stay in pretty good contact with our investor base.

CEO CFO: In closing, why should potential investors pay attention to GelTech Solutions today?

Mr. Cordani: First, GelTech is a company that is poised for explosive growth over the next few years. Firelce is a world class product that has the ability to help fire departments around the world, by changing how they fight fires. Literally revolutionizing how fires are fought tactically. Soil2O focuses on saving water in agricultural settings, as water becomes scarcer the focus is going to be doing everything possible to conserve in any way we can. Second, we are not just doing business domestically, we are expanding our footprint to include some of the largest countries around the world. We have the opportunity to create some substantial revenue streams from many different avenues. Lastly, we are a closely held company with a small share count. The journey for GLTC team is just beginning.



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