

MOCON, Inc.
7500 Mendelssohn Ave. North
Minneapolis, MN 55428 U.S.A.
Phone: 763-493-6370
Fax: 763-493-6358
Web: www.mocon.com

mocon[®]

For more information contact:
Sophia Dilberakis, SD Communications
phone: 312.787.5800 email: sophiad@att.net

MARK THENO JOINS MOCON AS FOOD SAFETY PRODUCT MANAGER

Minneapolis, MN (November 16, 2010) – Mark Theno joins MOCON, Inc. (NASDAQ: MOCO) as the company's new food safety product manager.

For more than 40 years, MOCON has been considered the world's premier instrumentation manufacturer and testing service provider for permeation, package integrity and shelf-life evaluation. In January 2010, MOCON announced its intent to expand into the food safety arena made possible by its minority equity interest investment in Luxcel Biosciences Limited, Cork, Ireland.

The first product under MOCON's food safety product umbrella is the recently introduced GreenLight™ screening system for same-day bacterial detection in food. The new GreenLight™ series significantly reduces the testing time and labor needed to determine aerobic bacterial counts in meat, poultry, seafood, dairy, produce, etc.

"We are pleased to welcome Mark to the MOCON team. His experience as a strategic sales and marketing professional, as well as an analytical chemist, makes him ideally suited to oversee our new food safety product line," said Robert Demorest, president and chief executive officer, MOCON.

Theno's past experience also includes positions with leading rigid and flexible packaging companies.

"MOCON has a long history of working with food companies on a global level to help insure package performance objectives are being met. Branching out into food safety products is a natural extension of the company's core competencies. We want food processors to think of MOCON as a one-stop-shop for both their packaging and safety requirements. Our objective is to create a full line of products and services to support those needs," Theno said.

About MOCON

MOCON is a leading provider of instrumentation and consulting and laboratory services to medical, pharmaceutical, food and other industries worldwide. See www.mocon.com for more information.

This press release contains forward-looking statements that involve a number of risks and uncertainties. Important factors that could cause actual results to differ materially from those indicated by such forward-looking statements include but are not limited to: uncertainties relating to competition and technological change, setbacks in product development program, slower-than-anticipated customer acceptance of new products, dependence on certain key industries, risk associated with the Company's acquisition strategy and international operations, and other factors set forth in the Company's filing with the Securities and Exchange Commission.

#