



For Immediate Release

PuriCore Names Dennis Romer to Lead Foodservice & Hospitality Division

Sterilox Solutions Used to Control Dangerous Pathogens in Foodservice, Hospitality, and Institutional Operations

MALVERN, PENNSYLVANIA, July 23, 2007— [PuriCore](#) plc (London Stock Exchange: PURI) has named Dennis Romer as Vice President of Foodservice and Hospitality. Romer, a seasoned executive with more than 20 years of experience in the industry, has spent his career developing a wide variety of equipment businesses serving the foodservice and hospitality industries. He was formerly Senior Vice President of Sales and Marketing for Lancer Corporation, the leading distributor of beverage-dispensing equipment, and is currently a member of the Board of Directors of the North American Food Equipment Manufacturers.

“The foodservice and hospitality industries face a challenge in ensuring both that their properties are continuously sanitized and disinfected as well as their food offering is at the highest possible safety standards,” said Tom Daniel, Senior Vice President of PuriCore’s Food Safety and Hospitality businesses. “Dennis’ proven track record in developing successful businesses in these industries will enable PuriCore to establish our proprietary Sterilox technology as a leader in foodservice, hospitality, and environmental applications.”

About Sterilox

The Sterilox System generates a natural sanitizer on site and on demand utilizing only salt, water, and electricity. These Systems are currently used in foodservice, hospitality, and institutional properties to improve the safety and sanitation of their operations. The Sterilox Solution kills harmful pathogens on contact to prevent or remediate viral and bacterial outbreaks. In food safety applications, the Sterilox Solution kills bacterial and spoilage organisms on fresh produce to reduce the risk of infectious pathogens and to enhance the product shelf life. With the Sterilox System, foodservice and hospitality operators are improving the efficacy of their sanitation program, reducing their usage and storage of harmful chemicals, reducing their costs, and protecting their brand and customer confidence.

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About PuriCore

[PuriCore](#) (London Stock Exchange: PURI) is a life sciences company focused on developing and commercializing proprietary products that safely, effectively, and naturally kill contagious pathogens. PuriCore's technology provides a solution to a broad range of markets that depend upon controlling contamination, including food safety, medical device disinfection, wound management, and hospitality. The Company's proprietary technology mimics the human body's production of the natural antimicrobial hypochlorous acid, which is highly effective in killing bacteria, viruses, and fungal spores. Deploying hypochlorous acid solutions as soaks, sprays, mists, and in other forms, PuriCore's technology is designed to limit the spread of infectious disease, including major public health threats of *M. tuberculosis*, *MRSA*, *E.coli*, norovirus, avian influenza, HIV, polio virus, *Helicobacter pylori*, and *Legionella*. PuriCore is headquartered in Malvern, Pennsylvania, with offices in Stafford, UK.

To receive additional information on PuriCore, please visit our web site at www.puricore.com, which does not form part of this press release.

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