

**PuriCore plc**

**Appointment of New Independent Non-Executive Director**

**MALVERN, PENNSYLVANIA, AND STAFFORD, UK, 1 February 2012** — PuriCore (LSE: PURI), the life sciences company focused on developing and commercialising proprietary, green solutions that safely, effectively, and naturally kill infectious pathogens, announces that it has named Michael R.D. Ashton, as Independent Non-Executive Director with immediate effect.

Mr. Ashton brings more than 30 years of pharmaceutical, biotechnology, and medical device industry experience including senior positions at Merck Inc. and Pfizer Inc. as well as holding a number of CEO positions at Purepac Inc., Faulding Inc., SkyePharma plc and most recently at LMA, NV. He will serve as Chairman of PuriCore's Remuneration Committee and on the Audit and Nomination Committees. Mr. Ashton is also a Non-Executive Director of Hikma Pharmaceuticals Plc, Proximagen Group Plc, and Transition Therapeutics Inc. and serves as a pharma consultant to Nations Investment Company. Mr. Ashton (aged 65) holds a B. Pharma from Sydney University and an MBA from Rutgers University.

Mr. Ashton will receive options to purchase 35,000 shares of PuriCore ordinary shares. Each share option will have a five-year life and vest one-half per year beginning on the first anniversary of grant. The exercise price will be five per cent over the market price of the Company's ordinary shares on the date of grant (2<sup>nd</sup> February 2012).

***Chris Wightman, Executive Chairman of PuriCore, said:***

*"We welcome the addition of Michael's extensive industry experience and impressive track record to our Board. Michael joins at an important stage of the Company's development and will be a valuable asset as we continue to drive PuriCore's profitability and pursue new markets and opportunities to grow the business."*

There are no further details to be disclosed in relation to the Financial Services Authority UK Listing Rules. Form AP01 confirming the appointment of Mr. Ashton has been submitted to the Registrar of Companies.

**Enquiries:**

***FTI Consulting***  
Susan Quigley  
Ben Brewerton  
+44 (0) 20 7831 3113

**About PuriCore**

PuriCore plc (LSE: PURI) is a water-based clean technology company focused on developing and commercialising proprietary green solutions that safely, effectively, and naturally kill infectious pathogens without causing harm to human health or the environment. PuriCore's patented, proprietary technology offers a safe and non-hazardous approach to disinfection and sanitisation. The Company's products are used in a broad range of

markets that depend upon controlling contamination, including food retail and foodservice, medical device disinfection, and wound care. PuriCore's Solutions are proven to be safe, environmentally friendly, and fast acting against a broad range of infectious pathogens, including major public health threats of *C.difficile*, *E.coli*, HIV, Human and Animal Influenza (including H1N1 and H5N1), *Legionella*, *MRSA*, *M.tuberculosis*, Norovirus, and *Salmonella*. PuriCore is headquartered in Malvern, Pennsylvania, with operations in Stafford and Clevedon, UK.

To receive additional information on PuriCore, please visit our website at [www.puricore.com](http://www.puricore.com), which does not form part of this press release.

Certain statements made in this announcement are forward-looking statements. These forward-looking statements are not historical facts but rather are based on the Company's current expectations, estimates, and projections about its industry; its beliefs; and assumptions. Words such as 'anticipates,' 'expects,' 'intends,' 'plans,' 'believes,' 'seeks,' 'estimates,' and similar expressions are intended to identify forward-looking statements. These statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties, and other factors, some of which are beyond the Company's control, are difficult to predict, and could cause actual results to differ materially from those expressed or forecasted in the forward-looking statements. The Company cautions shareholders and prospective shareholders not to place undue reliance on these forward-looking statements, which reflect the view of the Company only as of the date of this announcement. The forward-looking statements made in this announcement relate only to events as of the date on which the statements are made. The Company will not undertake any obligation to release publicly any revisions or updates to these forward-looking statements to reflect events, circumstances, or unanticipated events occurring after the date of this announcement except as required by law or by any appropriate regulatory authority.