



Sterilox Food Safety Appoints TriMark Gill Marketing

TriMark Gill Marketing to Represent Sterilox Systems to Federal Government Agencies

MALVERN, PENNSYLVANIA, AND STAFFORD, UK, April 2, 2008 –[Sterilox Food Safety](#), a division of [PuriCore](#) (LSE: PURI), today announced that its safe, natural, and environmentally friendly Sterilox Food Safety System will be marketed to U.S. Federal Government agencies by TriMark Gill Marketing Co., a division of Gill Group, Inc.

“We are privileged to be the sole distributor for Sterilox Food Safety Systems to Federal Government agencies,” said Kimberley Rimsza, President of TriMark Gill Marketing Co. “To be associated with a company that has received such prestigious awards, such as the NSF International 2008 Food Safety Leadership Award and the National Restaurant Association’s 2008 Kitchen Innovations Award, places TriMark Gill Marketing in the forefront of providing environmentally conscious solutions for the control of infectious pathogens to the federal foodservice industry.”

“TriMark Gill Marketing has long been the premier supplier of food equipment and systems to the Federal Government,” said Denny Romer, Sterilox Food Safety’s Vice President of Foodservice and Hospitality. “We’re excited to align ourselves with TriMark’s organization and to bring the Sterilox Food Safety message to this very important segment.”

About Sterilox Food Safety Systems

Sterilox Food Safety Systems produce a natural food-safe sanitizer using only salt, water, and electricity. Leading US supermarket retailers, including two of the five largest, and major hotel resorts use Sterilox Food Safety Systems to rinse fresh food products and sanitize food contact surfaces to prevent cross contamination of infectious pathogens. The Sterilox Solution is highly effective at killing harmful pathogens and spoilage organisms such as *E.coli*, Salmonella, Norovirus, Psuedomonas, yeast, and molds. When used on fresh food, the Sterilox Solution reduces the risk of infectious pathogens and enhances produce shelf life. With the Sterilox System, retailers and foodservice operators are protecting their brand, improving their image, reducing inventory loss, and achieving greater customer loyalty. For more information, visit www.steriloxfresh.com.

About PuriCore

[PuriCore plc](#) (LSE: 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 in retail and foodservice, 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 rinses, 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 website at www.puricore.com, which does not form part of this press release.

Contacts:

Jennifer Guinan	Tom Daniel
Sage Strategic Marketing	Geoff Koontz
610-410-8111	Sterilox Food Safety
Jennifer@sagestrat.com	484-321-2700