



PuriCore Receives \$11 Million Food Safety Order

Another top-five US supermarket chain to integrate Sterilox Food Safety Systems

MALVERN, PENNSYLVANIA, AND STAFFORD, UK, January 11, 2008 — [PuriCore](#) (LSE: PURI), the life sciences company focused on the control of infectious pathogens using its novel, safe antimicrobial technology, announces the award of another major food retail contract. One of the largest food retailers in the US has committed to install PuriCore's Sterilox Food Safety Systems throughout its store network.

Under the terms of the agreement, the retailer will purchase approximately 750 Sterilox Food Safety Systems, representing half of its stores, in 2008. The agreement is for capital purchases and therefore PuriCore will recognize revenue as each Sterilox System is installed with the total 2008 order value worth approximately \$11 million. PuriCore expects to commence installation next month and complete installation of the Systems in the second half of this year.

Currently more than 20 US supermarket chains, including now two of the five largest, use Sterilox Food Safety Systems. Retailers use the Sterilox Solution in their crisping, misting, cut fruit, and seafood programs to protect against cross contamination of infectious pathogens and enhance the freshness of their perishables.

“We are very pleased that a second top-five US supermarket will implement our Sterilox Food Safety System,” said Greg Bosch, CEO of PuriCore. “This account’s installations establish a strong foundation for significant growth in 2008, and we anticipate further orders to complete its chain-wide implementation throughout North America in 2009.”

About Sterilox Food Safety Systems

[Sterilox Food Safety](#), a division of [PuriCore](#), provides systems that produce a natural food-safe sanitizer using only salt, water, and electricity. More than 20 leading US supermarket chains use the Sterilox Food Safety System 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 the product shelf life. With the Sterilox System, retailers 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 therapy, 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, *Helicobater 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.

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.

Contact:

Jennifer Guinan

Sage Strategic Marketing

610-410-8111

Jennifer@sagestrat.com

Greg Bosch, CEO

Keith A. Goldan, CFO

PuriCore

484-321-2700