



## **PuriCore Adds Five New Supermarket Chains**

### **More than 20 US Retail Chains Now Use Sterilox Food Safety Systems**

**MALVERN, PENNSYLVANIA, AND STAFFORD, UK, December 12, 2007** — [PuriCore](#) (LSE: PURI), the life sciences company focused on the development and commercialization of its novel, safe antimicrobial technology, today announces new agreements with five leading US regional food retailers. These supermarket chains have begun to introduce PuriCore's Sterilox Food Safety Systems in recent months. Additionally, PuriCore's largest customer, a top-three US retailer, continues to expand its implementation of Sterilox Food Safety Systems for its new and remodelled stores.

To date, more than 20 top US supermarket chains use the safe and natural Sterilox Food Safety Solution to protect against cross contamination of infectious pathogens and enhance the freshness of their produce. PuriCore remains on track to install 150 to 200 new Sterilox Food Safety Systems in 2007, bringing the total network to more than 1,600 systems.

"We continue to gain traction with US grocers that recognize the value of brand protection and improved economics by integrating our Sterilox Systems as a vital component of their food safety and quality programs," said Greg Bosch, Chief Executive of PuriCore. "Recent wins include Big Y, a leading regional retailer in the northeast US. Our combined current customer network now represents a total of approximately 4,500 stores, and we also have evaluations underway with other chains representing a further 4,400 stores. We remain confident that one or more major supermarket chains will commit to Sterilox in the near future."

"A major difference with regard to the on-shelf appearance and shelf-life of our product, plus enhanced food safety, makes this a homerun," said Brian Gannon, Big Y Director of Produce. "By using the Sterilox Food Safety System throughout our network, we enhance our food safety program and ensure that we are offering the freshest produce available to our customers."

## 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. The Sterilox Food Safety Solution is used by more than 1,600 leading US retail supermarkets to rinse and sanitize fresh food products 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](http://www.steriloxfresh.com).

## About PuriCore

[PuriCore](#) (LSE: PURI) is a life sciences company focused on developing and commercialising 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](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.

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