

PuriCore Awarded \$2.5 Million Contract

Another Sterilox Food Safety Customer Extends Lease

MALVERN, PENNSYLVANIA, AND STAFFORD, UK, July 30, 2008 — [PuriCore](#) plc (LSE: PURI), the life sciences company focused on developing and commercializing proprietary, green solutions that safely, effectively, and naturally kill infectious pathogens without causing harm to human health or the environment, today announced the signing of a \$2.5 million agreement with one of its largest Sterilox Food Safety customers. This agreement extends the customer's existing lease into the fourth quarter of 2012.

Under the terms of the agreement, the extension will cover existing leases that expire during the September 2009 to December 2009 timeframe. PuriCore will recognize the revenue from the lease extension beginning in the third quarter of 2009 through the fourth quarter of 2012.

Currently more than 20 US supermarket chains, including two of the five largest, use Sterilox Food Safety Systems. Retailers use the Sterilox Solution in their crisping (rehydrating), misting, cut fruit, and seafood programs as a safe and natural protection against cross contamination of infectious pathogens such as *e.Coli* and Salmonella and to enhance the freshness of their perishables.

"This contract represents the second major customer this month to extend its lease program and is further evidence that leading US retail supermarkets continue to place significant value on the ability of our Sterilox Food Safety Solution to keep their produce safer and fresher," [Greg Bosch](#), CEO of PuriCore, said. "The value of the major Food Safety contracts announced so far this year now totals more than \$22 million, enabling us to drive top-line organic growth and achieve additional leverage of our operations."

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, including two of the top-five 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 green solutions that safely, effectively, and naturally kill infectious pathogens without causing harm to human health or the environment. PuriCore targets markets that depend upon controlling contamination, including food safety in retail and foodservice, medical device disinfection, and wound therapy. The Company's patented, 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, simply from water, common salt, and electricity. Hypochlorous acid is proven to be safe, environmentally friendly, and fast acting against a broad range of infectious pathogens, including major public health threats of M. tuberculosis, MRSA, E.coli, Norovirus, H5N1 Avian Influenza, HIV, Salmonella, 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.

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