

PuriCore's Sterilox Solution Highly Effective Against Pandemic H5N1 Avian Influenza

MALVERN, PENNSYLVANIA, AND STAFFORD, UK, January 23, 2008 — [PuriCore](#) (LSE: PURI), the life sciences company focused on the control of infectious pathogens with its novel, safe antimicrobial technology, announces that its Sterilox Solution has been proven highly effective against pandemic H5N1 avian influenza, a highly contagious and lethal outbreak pathogen. The research showed that Sterilox Solution completely inactivated the H5N1 test strain and passed the US Environmental Protection Agency's recommended hard-surface disinfection test, which requires two-minutes contact time.

The study conducted by ATS Labs, an independent certified laboratory, tested the virucidal activity of the Sterilox Solution in decontaminating H5N1 avian influenza on hard surfaces. Previous PuriCore studies proved the effectiveness of Sterilox Solution against a common surrogate for the pandemic H5N1 avian influenza strain, the human influenza virus, A/Hong Kong 68 Strain. This new H5N1 research builds upon PuriCore's earlier microbiological research, including published studies last year showing the effectiveness of the Sterilox Solution against major outbreak pathogens such as norovirus, MRSA, and *acinetobacter*.

The Sterilox Solution mimics the natural anti-microbial hypochlorous acid produced by the human body to fight pathogens. A wide range of markets that depend upon controlling the spread of infectious pathogens—including food retail and foodservice, hospitality, medical device disinfection, and wound therapy—use Sterilox Systems.

“Pandemic avian influenza remains a concern for healthcare providers, governments, and the general population,” said Greg Bosch, CEO of PuriCore. “These study results further demonstrate that our safe and environmentally friendly Sterilox Solution is highly effective against H5N1 and other dangerous pathogens and can be used in a variety of settings including hotels, hospitals, schools, and cruise ships.”

About PuriCore

[PuriCore plc](#) (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, *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.

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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