

PuriCore plc

Appointment of Financial Adviser and Corporate Broker

MALVERN, PENNSYLVANIA, AND STAFFORD, UK, 12 November 2009 — PuriCore (LSE: PURI), the life sciences company focused on developing and commercialising proprietary, green solutions that safely, effectively, and naturally kill infectious pathogens without causing harm to human health or the environment, today announces the appointment of Piper Jaffray Ltd. as its Financial Adviser and Corporate Broker to the Company with immediate effect.

Enquiries:

Ben Brewerton	Greg Bosch, CEO	Jamie Adams
Susan Quigley	Darren Weiss, CFO	Michael Covington
Financial Dynamics	PuriCore	Piper Jaffray Ltd.
+44 (0) 20 7831 3113	+1 484 321 2700	+44 (0) 20 3142 8700

About PuriCore

PuriCore plc (LSE: PURI) is a life sciences company focused on developing and commercialising proprietary green solutions that safely, effectively, and naturally kill infectious pathogens without causing harm to human health or the environment. PuriCore's patented, proprietary technology mimics the human body's production of the natural antimicrobial hypochlorous acid, offering a safe and non-hazardous approach to disinfection and sanitisation. The Company's products are used in a broad range of markets that depend upon controlling contamination, including food retail and foodservice, medical device disinfection, and wound care. 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 *C.difficile*, *E.coli*, HIV, Human and Animal Influenza (including H1N1 and H5N1), *Legionella*, *MRSA*, *M.tuberculosis*, Norovirus, and *Salmonella*. PuriCore is headquartered in Malvern, Pennsylvania, with offices in Stafford and Clevedon, UK.

To receive additional information on PuriCore, please visit our website at www.puricore.com, which does not form part of this press release.