



Sterilox Launches Next-Generation Food Safety System

Improves Food Safety and Quality for Supermarkets and Foodservice

MALVERN, PENNSYLVANIA, AND STAFFORD, UK, October 20, 2008 — [Sterilox Food Safety](#), a division of [PuriCore](#) (LSE: PURI), today announced the launch of its next-generation Sterilox Food Safety System Model 2200 for supermarket and foodservice customers. Sterilox Systems use water, salt, and electricity to generate a food-safe sanitizing solution. This solution is used by leading US retail supermarket chains to protect against cross contamination of pathogens such as *E.coli*, salmonella, and listeria as well as to provide an economical benefit by improving the shelf life and home life of fresh produce, seafood, bakery, and floral through the elimination of spoilage organisms. The new Sterilox Food Safety System Model 2200 has increased production capacity, offers a trigger-activated manual dispense system, is plug-and-play for easy installation, and provides more quality assurance features and traceability.

“This next-generation Sterilox Food Safety System Model 2200 builds on the outstanding design and performance of our current model to provide additional value for our customers,” said Tom Daniel, Senior Vice President and General Manager of Sterilox Food Safety. “Our Systems offer a tangible ROI through a positive impact on the quality and freshness of perishable products, reduction of shrink and labor costs, and improved sustainability in thousands of supermarkets across the country.”

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 25 leading US supermarket chains, including two of the top-five chains, use the Sterilox Food Safety System in their crisping, misting, cut fruit, bakery, and seafood programs as a safe and natural protection against cross contamination of infectious pathogens and to enhance the freshness of their perishables. The Sterilox Solution is highly effective at killing harmful pathogens and spoilage organisms such as *E.coli*, Salmonella, Norovirus, Psuedomonas, yeasts, and molds. 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 care. 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, *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. To subscribe to PuriCore investor news alerts, visit <http://investor.puricore.com>.

Contacts:

Jennifer Guinan
Sage Strategic Marketing
610.410.8111
Jennifer@sagestrat.com

Tom Daniel - SVP/GM
Geoff Koontz- Director Marketing
Sterilox Food Safety
484.321.2700