



Sterilox Food Safety System Named FCSI Product of the Year

Foodservice Consultants Society International Presents Award at Annual Conference

MALVERN, PA – October 11, 2007 – [Sterilox Food Safety](#), a division of [PuriCore](#) (London Stock Exchange: PURI), received the Product of the Year award from the [Foodservice Consultants Society International](#) (FCSI). Sterilox Food Safety is a leading provider of environmentally friendly food-safe sanitizers for use in the food retail, foodservice, and hospitality industries. FCSI presented the award for the Sterilox Food Safety System following a tally of votes gathered from professional consultants at the [FCSI Annual Conference](#) this week in Atlanta, GA.

FCSI is a prominent, globally recognized organization of nearly 1,000 members worldwide who design foodservice installations and specify a broad range of equipment ranging from commercial ovens and storage refrigerators to dishwashers and cleaning systems. At its annual conference, FCSI members vote on the most innovative product among ten finalists selected in the foodservice industry.

“We are very honored to win the prestigious FCSI Product of the Year award and consider it a strong endorsement of our technology and its advancement in food safety,” said Denny Romer, CFSP, Sterilox vice president of foodservice and hospitality. “Already more than 1,500 leading food retailers and major hotel resorts use the Sterilox Food Safety System as a highly effective way to enhance the safety and freshness of perishable food products. This award is recognition from well-respected foodservice industry consultants that the Sterilox System should be an integral part of our industry’s food safety programs.”

About Sterilox Food Safety Systems

[Sterilox Food Safety](#), a division of [PuriCore](#), Inc., 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 1,500 leading retail supermarkets, foodservice, hospitality, and institutional properties 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. In addition, many of these operators use the Sterilox BioSafety Solution as a wide-area disinfectant in housekeeping locations to protect against and remediate viral and bacterial outbreaks by killing harmful pathogens on contact. For more information, visit www.steriloxfresh.com.

About PuriCore

[PuriCore](#) (London Stock Exchange: PURI) is a life sciences company focused on developing and commercializing 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, 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. For more information, visit www.puricore.com.

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Upcoming Conference

Booth # 7756
[NAFEM Show](#)
October 11-13, 2007
Atlanta, Georgia