

PuriCore Expands Vashe® Wound Therapy Offering

Convenient packaging of safe, natural, effective dermal defense available

MALVERN, PENNSYLVANIA, January 19, 2011 — PuriCore (LSE: PURI), the life sciences company focused on developing and commercialising proprietary, green solutions that safely, effectively, and naturally kill infectious pathogens, today announced the launch of its new bottled Vashe Wound Therapy, a safe, natural, and effective solution for wound care. Vashe Wound Therapy is a solution of hypochlorous acid, the same naturally occurring chemical used by the human body to defend against invading pathogens, and is used in wound care clinics and hospitals throughout the country for successful chronic and acute wound treatments. Vashe Wound Therapy is available in various pack sizes of 250- and now 500- ml bottles. A 125-ml bottled Vashe will be available soon.

Vashe Wound Therapy is intended for moistening, irrigating, cleaning, and debriding acute and chronic wounds including stage I through IV pressure ulcers, stasis ulcers, diabetic ulcers, post-surgical wounds, first and second degree burns, abrasions, and minor irritations of the skin. The hypochlorous acid in Vashe Wound Therapy rapidly kills 99.999% of *MRSA*, *VRE*, *Acinetobacter baumannii*, *E.Coli*, and other dangerous pathogens in solution in just 15 seconds in laboratory testing with no known microbial resistance. (Vashe Wound Therapy with preservative passes the USP<51> Antimicrobial Effectiveness Test, demonstrating rapid effective activity in solution against a broad spectrum of gram-positive, gram-negative, and yeast species. A full list of Antimicrobial Effectiveness Test data is available from PuriCore.)

Vashe Wound Therapy is demonstrated to be extremely safe, gentle, and hypoallergenic. It is tissue-friendly and can be applied directly to wounds even around eyes, mouth, and nose. Vashe has also been rigorously safety tested: it is non-cytotoxic, non-irritating, non-sensitizing, non-mutagenic, and indicates no oral toxicity. It also shows no antibiotic resistance and has no clinical contraindications for prescription use.

"We have used Vashe Wound Therapy in our clinic for several years and have realized excellent clinical outcomes on hundreds of patients with a wide variety of very difficult wounds," said Jeffrey A. Niezgoda, MD, FACHM, FACEP, FAPWCA, Medical Director of Hyperbaric & Wound Care Associates in Milwaukee, WI. "Our staff and patients welcome the new bottled Vashe offering as a safe, efficacious, and easy-to-use therapy system for utilization in both the clinic and home setting."

"Vashe Wound Therapy is an exciting new alternative technology that demonstrates clinical efficacy for a variety of wounds including post-operative skin graft irrigation as we reported last year," said Kevin Foster, MD, MBA, FACS, Co-Director of the Arizona Burn Center at the Maricopa Medical Center in Phoenix, Arizona. "This new packaging format will allow our patients to continue to use Vashe Wound Therapy at home and in other rehabilitation care settings for more effective post operative management of their burns and grafts."

“We are excited to introduce this new format of Vashe Wound Therapy that enables the clinical staff do their jobs quickly and efficiently,” said Greg Bosch, CEO of PuriCore. “Vashe is ready to use right out the box with no mixing, diluting, or restrictions on all types of chronic and acute wounds and tissue, and its tissue-friendly profile is very popular with patients as it doesn’t sting or burn.”

About PuriCore

PuriCore plc (LSE: PURI) is a water-based clean technology 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 operations 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.

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