



PuriCore's Sterilox Food Safety Division Receives an Order from Safeway Inc.

Supermarket to install Systems across its remaining North American stores

MALVERN, PENNSYLVANIA, AND STAFFORD, UK, October 24, 2008 — PuriCore plc (LSE: PURI), the life sciences company focused on developing and commercializing proprietary, green solutions that safely, effectively, and naturally kill infectious pathogens, today announces the receipt of an order from Safeway Inc., one of the largest supermarket retailers in the US, to install Sterilox Food Safety Systems. This order will complete, by year-end 2009, the implementation of this technology throughout the Safeway enterprise.

Under the terms of this order, PuriCore will recognize revenue as capital purchases as each Sterilox Food Safety System is installed. PuriCore expects to commence installations in January 2009 and complete installation of the Systems by end of that year.

"The use of Sterilox furthers our commitment to rigorous quality and food safety standards," said Jerry Noland, Group Vice President Quality Assurance & Consumer Protection for Safeway.

In 2008 to date, Sterilox has received Food Safety orders that represent more than \$35 million in revenue to the company. Currently more than 25 US supermarket chains, including two of the five largest, use Sterilox Food Safety Systems. Retailers use the Sterilox Solution in their crisping (rehydrating), misting, cut fruit, bakery, and seafood programs as a safe and natural protection against cross contamination of infectious pathogens such as *E.coli* and Salmonella and to enhance the freshness of their perishables.

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 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, yeasts, and molds. When used on fresh food, the Sterilox Solution reduces the risk of infectious pathogens and enhances the product shelf life. 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 therapy. 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, Helicobater 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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