



Sterilox Food Safety Adds Mike Stigers as Regional Vice President *Retail Grocery Veteran Joins Executive Sales Team*

MALVERN, PENNSYLVANIA, November 1, 2010 — Sterilox Food Safety, the leading supplier of water-based food safety solutions that safely, effectively, and naturally kills infectious pathogens and spoilage organisms on perishable items such as fresh produce, floral, and seafood in supermarkets, announced today the addition of Mike Stigers, a grocery industry veteran for more than three decades, to its executive management team as Regional Vice President focusing on the Western US.

He is the former President of PW Markets in California, where he led the early adoption of Sterilox Food Safety Systems for both produce and seafood applications. Spanning both the retail and supplier sides of the business, he began his career at Safeway, moved to Jon's Market, and later led the Western Sales offices for BASS and NCR selling information software and hardware solutions to the grocery industry. Stigers also served on the Board of Directors for the Western Association of Food Chains (WAFC) and California Grocers Association (CGA).

"As more and more retailers continue to adopt Sterilox as their food safety technology of choice, Mike's successful career in the retail industry and his passion for the Sterilox technology will be a valuable addition to our executive sales team," said Tom Daniel, Senior Vice President/General Manager of Sterilox Food Safety. "The breadth of industry experience and energy that Mike offers will also enable us to expand new business opportunities that utilize our unique safe and natural food safety solutions."

About Sterilox Food Safety

Sterilox Food Safety, a division of PuriCore, Inc., provides systems that produce a natural food-safe sanitizer used by thousands of supermarkets in more than 50 leading US and Canadian supermarket chains, including three of the top-five chains. Sterilox Solution is highly effective at killing harmful pathogens and spoilage organisms such as *E.coli*, Salmonella, Norovirus, Psuedomonas, yeast, and molds, to prevent cross contamination. When used on fresh food and floral products, Sterilox Solution reduces the risk of infectious pathogens and enhances the product shelf life. With Sterilox Systems, retailers protect their brand, improve their image, reduce inventory loss, and achieve greater customer loyalty. For more information, visit www.steriloxfresh.com.

About PuriCore

PuriCore (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, visit www.puricore.com.

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