



PuriCore Trading Update

H1 2007 Revenue at Record Levels

MALVERN, PENNSYLVANIA, AND STAFFORD, UK, 23 July 2007— [PuriCore](#) (LSE: PURI) announces a trading update prior to the publication on 24 September of its interim results for the six months ended 30 June 2007. PuriCore's products, which generate a solution that mimics the natural anti-microbial hypochlorous acid produced by the human body to fight pathogens, are used in a broad range of markets that depend upon controlling contamination, including food safety, medical device disinfection, wound management, and hospitality.

PuriCore expects to announce sales for the period of approximately \$10.3 million, an increase of 23% over H1 2006 (16% growth on a constant currency basis). The first half of 2007 was the strongest to date for PuriCore, and recurring revenue from leases, rentals, consumables, and service contracts represented approximately two-thirds of all sales, significantly higher than in H1 2006.

The US Sterilox Food Safety business, which targets leading retail supermarket chains, experienced 55% revenue growth in the first half over the same period in the prior year with approximately 60 system installations in H1. Although this was lower than expected, the Company is confident about current business opportunities. To date, Sterilox Food Safety has penetrated two of the top 10 (including one of the top three) US retail supermarket chains, and several more are conducting late-stage trials. Discussions with major grocery retailers continue to progress well, and the Company remains optimistic about converting one or more of these opportunities in 2007.

The UK and International Sterilox Endoscopy business, which targets hospital endoscope sterilisation units, experienced 12% revenue growth in the period (1.5% on a constant currency basis). Excluding International sales, UK Endoscopy revenues grew 12% (constant currency), with significant contribution from the new distribution partnerships with Minntech and BHT.

Greg Bosch, Chief Executive of PuriCore, said:

“PuriCore’s sales grew 23% in the first half of this year, and the proportion of recurring revenue continues to increase. We saw strong revenue growth in the Sterilox Food Safety business and remain very bullish on the current opportunities in this area.

In the UK, despite the continued constraints on NHS purchasing, revenues for the Sterilox Endoscopy business were up an encouraging 12%, driven by sales from our own Sterilox products and our newly launched endoscopy reprocessor partnerships.

Overall, we are very optimistic about PuriCore for the remainder of 2007.”

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Note to Editors:

About PuriCore

[PuriCore](http://www.puricore.com) (London Stock Exchange: PURI) is a life sciences company focused on developing and commercialising 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 management, 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.

To receive additional information on PuriCore, please visit our web site at www.puricore.com, which does not form part of this press release.

All financials are unaudited.

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.