

PuriCore plc Promotes Darren Weiss to CFO and Executive Director

MALVERN, PENNSYLVANIA, AND STAFFORD, UK, 2 November 2009 — [PuriCore](#) (LSE: PURI), the life sciences 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, today announces the promotion of Darren Weiss, 38, to Chief Financial Officer and Executive Director effective 1 November.

Mr Weiss, a key member of the PuriCore senior leadership team, has been actively involved in all financial matters since he joined the Company in 2004, most recently as VP Finance, and has provided invaluable support to the Board of Directors. Mr Weiss will remain responsible for all financial matters of the Company including, but not limited to, investor relations and financial reporting. Mr Weiss, BS, CPA, joined PuriCore after a career in public accounting followed by several senior financial management roles with responsibilities in the industrial and life science sectors.

Greg Bosch, Chief Executive, said:

"Darren's promotion reflects his considerable contribution to the Company during the past five years. With his proven experience the Board remains confident that Darren will continue to provide PuriCore with sound financial leadership now and as we continue to grow the Company in the future."

No other information is required to be disclosed pursuant to paragraph 9.6.13 R of the Listing Rules of the Financial Services Authority in relation to this appointment.

Enquiries:

Ben Brewerton
Susan Quigley
Financial Dynamics
+44 (0) 20 7831 3113

Greg Bosch, CEO
Darren Weiss, CFO
PuriCore
+1 484 321 2700

About PuriCore

[PuriCore](#) plc (LSE: PURI) is a life sciences 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 offices 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.

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.