



For Immediate Release

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PURE BIOSCIENCE REVOLUTIONIZES FOOD SAFETY

PURE Hard Surface Eliminates Dangerous Pathogens

SAN DIEGO, Calif.—Foodborne illness can cost a foodservice operation millions of dollars in revenue from lost customers, court settlements and costly cleanup. This, along with a heightened consumer awareness of food safety due to several high-profile cases in the past year, makes proper cleaning and sanitation in any operation serving food more critical than ever. Whether operating a full-service, quick-service or limited-service restaurant or retail foodservice host, food quality and safety must be a top priority. [PURE Bioscience, Inc. \(OTCQB: PURE\)](#) is revolutionizing food safety with PURE® Hard Surface disinfectant, an EPA registered food contact surface sanitizer and disinfectant.

Powered by the patented, non-toxic, environmentally friendly Silver Dihydrogen Citrate (SDC) antimicrobial molecule, PURE Hard Surface rapidly eliminates bacteria, viruses and fungi, including multiple drug resistant organisms (CRE, MRSA, VRE), Norovirus, Hepatitis B and C, *Listeria*, *E. coli*, and *Salmonella*. With kills times as fast as 30 seconds and 24-hour protection, PURE Hard Surface delivers broad spectrum power to eliminate dangerous pathogens in a wide range of food serving environments.

“Food safety is critical for any operation serving food,” says Hank R. Lambert, CEO of PURE Bioscience. “PURE plays a crucial role as a simple solution to a common industry-wide problem. While protecting consumers from foodborne illness, we help companies protect their brand reputation, avoiding the damage that results from lost consumer confidence.”

In-store testing of PURE Hard Surface on critical food contact areas resulted in an impressive 96 percent improvement in efficacy—leading to a significant reduction in food-safety risk. Non-caustic and non-irritating, the odorless formula is ready-to-use and contains no bleach, ammonia, phosphates, phenols or VOC emitting compounds.

With its unique, powerful, non-toxic SDC-based products, PURE is providing food-safety solutions to manufacturers, processors and restaurant chains to reduce the risk of food contamination and foodborne illness outbreaks.

- In late 2016, PURE Hard Surface was adopted chain-wide by Chipotle Mexican Grill as a solution for eliminating and preventing Norovirus, other viruses and bacteria. This resulted in numerous restaurant chains indicating interest in testing PURE Hard Surface.

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- The number of national food manufacturers and processors using PURE Hard Surface for plant, equipment surface and environmental disinfection doubled in 2016, and is on pace to more than double again in 2017. Much of the adoption is being driven by SDC's proven superiority in eradicating and preventing *Listeria*, a leading cause of numerous foodborne illness outbreaks.

PURE's SDC-based products provide effective, easy-to-use solutions that meet cleaning and sanitizing standards, allowing operators to focus on serving customers, while offering an improved customer experience.

About PURE Bioscience, Inc.

PURE Bioscience, Inc. is focused on developing and commercializing proprietary antimicrobial products primarily in the food-safety arena—providing solutions to the health and environmental challenges of pathogen and hygienic control. PURE's technology platform is based on patented stabilized ionic silver, with initial products containing silver dihydrogen citrate, or SDC. SDC is a broad-spectrum, non-toxic antimicrobial agent, which offers 24-hour residual protection and formulates well with other compounds. As a platform technology, SDC is distinguished from existing products in the marketplace because of its superior efficacy, reduced toxicity and the inability of bacteria to form resistance. PURE is headquartered in El Cajon, Calif. (San Diego metropolitan area). Additional information on PURE is available at www.purebio.com.

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