

## **Clean Rooms**

**Oct. 18, 2006**

### **Lucky's Real Tomatoes deploys Novazone's clean technology solution for enhanced quality**

Novazone, the leading provider of clean technology solutions for food and water including advanced ozone-based applications, today announced that Lucky's Real Tomatoes has selected Novazone's storage and disinfection ozone solutions to naturally maintain the freshest and highest quality tomatoes for its customers.

Lucky's, based in Brooklyn, New York, has been supplying tomatoes to New York's finest chefs, to hundreds of restaurants on the East Coast and to food service distributors for over 25 years. Lucky's tomatoes are field grown, sun ripened, hand picked and hand packed. The tomatoes are never exposed to gasses and never stored below 55 degrees, as cold storage will degrade the flavor and texture. The uniqueness of Lucky's beefsteak tomatoes comes from the decision to harvest the crops at the peak of ripeness, resulting in maximum flavor and vitamin content. This "Farm to Fork" process is the foundation on which the company was established.

Novazone's storage solution delivers a specific concentration of ozone into the air for use as a safe but powerful disinfectant. The solution naturally kills airborne pathogens and truncates the effect of natural ethylene, enabling Lucky's to deliver ripe, ready to eat beefsteaks. Utilizing Novazone's ozone disinfection solution to wash its tomatoes, Lucky's is able to reduce water usage and water disposal, decrease operational costs including power and equipment maintenance - all while improving the overall quality of its tomatoes. Ozone conveniently converts back into pure oxygen, leaving product taste, texture and smell characteristics in its natural state.

"Our decision to work with Novazone is a proactive one, addressing food safety on the highest possible level," said Ms. Lucky Lee, vice president of Lucky's Real Tomatoes. "Our commitment to high quality standards is further enhanced by this state-of-the-art, environmentally friendly process, making our extraordinary product fresher, cleaner and safer. Additionally, once the product is in our customers' hands, they've noticed a longer shelf life and a decrease in decay."

"In every industry there are leaders that emerge to set new standards for quality and safety," said David Cope, president and chief executive officer of Novazone, Inc. "Lucky's Real Tomatoes is one of these leaders. Lucky's continuously provides its customers with the best tasting and highest quality produce in the industry without the use of the harmful chemicals traditionally used with fresh food. It's a pleasure to work with Lucky's and to help them gain market advantage and powerful consumer confidence using our solutions."

About Novazone, Inc.

Novazone is a leading provider of innovative ozone-based clean technology solutions to improve the freshness and safety of food and water. Consumers around the world are demanding fresher and safer consumable food and water products. With year-round, global sourcing, transportation and distribution of these products, comes an increase in the risk of both accidental and intentional contamination from microorganisms, pests and chemicals. Novazone couples applied food science with patented ozone technologies to provide an environmentally friendly means of reducing water and airborne pathogens without the use of harmful chemicals, making food and water fresh and safe naturally. The company incorporates an array of patented technologies into complete, automated systems with unsurpassed reliability and cost-effective operations. Industry leaders such as Coca-Cola, Pepsi Cola, Sun Pacific, Orchard View Farms, Paramount Farms, Wilson Batiz, Safeway, Colgate-Palmolive,

Procter & Gamble, and Wyeth Pharmaceuticals have implemented Novazone's ozone solutions.  
For more information, visit [www.novazone.com](http://www.novazone.com).