



## **PURFRESH NAMES NEW VP/CORPORATE DEVELOPMENT**

*Jun. 4, 2009*

Source: Purfresh news release

Purfresh, a provider of clean technologies that purify, protect, and preserve our food and water, today announced the appointment of Mr. Arturo Gomez as vice president of corporate development. Mr. Gomez joins Purfresh after 15 years in the agribusiness and transport industries with companies including American President Lines, Fresh Express, and John Deere Water Technology. He specializes in identifying and opening new markets and forming global partnerships. Mr. Gomez will spearhead strategic projects and lead the expansion of the company's global market presence.

"Art's appointment to Purfresh's management team will play a pivotal role in our ability to meet the rapidly increasing global demand for our pre- and post-harvest solutions," said David Cope, president and CEO of Purfresh. "Art's wealth of experience and proven track record in corporate development will be invaluable as we continue to pursue new avenues of growth."

"I look forward to leveraging Purfresh's worldwide recognized solutions and partners to reach new markets and expand its global presence," said Mr. Gomez. "Purfresh possesses all the key elements for success, and I will apply my experience to the continuing changing needs of the food industry."

Mr. Gomez joins Purfresh from John Deere Water Technology, where he led the global development of a precision agronomic product. In addition, Mr. Gomez held a senior position at T-Systems International, which was acquired by John Deere during his tenure. Previously, Mr. Gomez held management positions at Surebeam Corporation, Fresh Express Farms, and American President Lines. Mr. Gomez holds a bachelor's degree in political economy from the University of California, Berkeley.