

FreshPlaza

June 11, 2008, www.freshplaza.com

Global Marketing Specialist to Advance Market Penetration

Purfresh Appoints Kristie Jones as Vice President of Marketing

Purfresh, Inc., a global provider of clean science-based solutions for food and water, today announced that Kristie Jones has joined the company's executive team as vice president of marketing. Ms. Jones draws on more than 20 years of marketing and communications experience and will lead marketing operations including brand strategy and market development for the company and its growing business units.

"Our portfolio of science-based solutions continues to gain traction in key markets around the world as the food and water industries face new challenges from water shortages to escalating agricultural costs," said David Cope, president and CEO of Purfresh. "Kristie is a proven leader with a record of successfully developing and executing significant growth strategies for fast-moving companies, and her experience will be invaluable as we look to expand global penetration of Purfresh's food and water solutions."

"Purfresh offers compelling food and water solutions to a wide range of businesses globally, and I look forward to implementing a multifaceted strategy to communicate the value of Purfresh offerings and drive sales," said Ms. Jones. "With a number of exciting new products in the pipeline, I plan to build on the company's success and expand Purfresh's reach into new markets."

Ms. Jones has worked with technology start-ups and publicly traded companies and has excelled at implementing a broad range of marketing tools for growth in domestic and international markets. Most recently, Ms. Jones was vice president of corporate marketing for Liquid Engines, a tax-management software company targeting Fortune 1500 and Global 1000 companies. In this role, she led both creative and strategic marketing programs that built brand awareness, contributing to dramatic sales growth. Previously, Ms. Jones held senior positions at Informatica, Alphablox, and Prism Solutions. She holds a bachelor's degree in business administration from California State University, Fresno.

About Purfresh, Inc.

A global leader, Purfresh is focused on providing clean, science-based solutions that purify, protect, and preserve the world's food and water supply. Cost effective and reliable, Purfresh's patented technologies are specifically designed to promote sustainable practices and improve the freshness and safety of produce throughout the supply chain, as well as to deliver the highest levels of purification and disinfection in water applications, including bottling, pharmaceutical, and consumer products. Today, more than 300 customers in 22 countries rely on Purfresh to help them reduce risk, control costs, and improve the quality of their products and operations. Customers include industry leaders such as Coca-Cola, PepsiCo, Sunkist, Procter & Gamble, Colgate-Palmolive, Diamond Fruit Growers, Safeway, Sun Pacific, Orchard View Farms, Paramount Farms, Wilson Batiz, and Wyeth Pharmaceuticals.