

## Clean Technologies & Renewable Energy **pipeline™**

### **pipeline™ EXCLUSIVE – OZONE-BASED WATER AND FOOD PURIFICATION AND DISINFECTANT BUSINESS TARGETS IPO IN 2009**

Purfresh Inc., headquartered in Livermore, CA is a provider of chemical-free, ozone-based products used to kill water and food-borne pathogens. Purfresh's technology works by delivering controlled concentrations of ozone that kill and prevent the growth of microorganisms, such as molds, yeasts and bacteria including *E. coli* and *Salmonella*. Ozone also has the added benefit that it naturally controls the fruit ripening process by efficiently converting ethylene, a plant hormone involved in the ripening process, into carbon dioxide and water vapor. Regulating the ripening process in this manner ensures longer storage and shelf life whilst maintaining fruit quality.

Purfresh's patented technologies preserve and protect water supplies as well as food supplies throughout the pre-harvest and post-harvest packaging, transport and cold storage processes. All of the treatments Purfresh provides are approved by the U.S Food and Drug Administration ('FDA'), the U.S Environmental Protection Agency ('EPA') and the U.S Department of Agriculture ('USDA') and certified organic. The company has approximately 300 customers including leading brands such as Coca-Cola, Pepsi Cola, Sun Pacific, Orchard View Farms, Paramount Farms, Wilson Batiz, Safeway, Colgate-Palmolive, Procter & Gamble, and Wyeth Pharmaceuticals.

In January 2008 Purfresh announced the launch of the Purfresh-Cold Storage product line. This is a scalable plug-and-play ozone-based system specifically tailored to reduce decay, control ripening and enhance food safety within a cold storage environment. Other systems developed by the company include an ozone control system for water purification and disinfection that allows bottlers to efficiently use ozone to treat water, bottles and bottle caps. All Purfresh's systems use modular standardized components to minimize maintenance costs and permit multiple applications to be supported by one underlying system.

In December 2007 Purfresh secured \$25 million of Series C funding in a round led by a new investor Chilton Investment Company, (a fund manager based in Stamford, CT), with participation from existing investors Foundation Capital, Grauer Capital and Chrysalix Energy along with one undisclosed strategic investor. This round brought the total venture capital funds raised by the company to over \$42 million since its inception in 1996. The company is now active in 22 countries around the world and has been generating revenue since 2002. In 2007 the company's revenue grew by 200%. Similar growth is projected for 2008 as the business expands its operations in Asia, particularly in India and China where burgeoning middle classes still do not have access to clean drinking water in many areas. In the US Purfresh is looking to move down the supply chain to target food distributors and retailers. Speaking to Venture Business Research, Dave Cope, CEO of Purfresh revealed that the business was now gearing up for a possible IPO on a North American exchange during 2009. Details of the flotation have yet to be finalized and the business has not yet appointed an advisor to assist the company during the offering.

Please contact Dave Cope, CEO on: +1 925-454-0303 for more information on this opportunity or the company.