

## Lucky's Real Tomatoes and Pro-Health Receive "Quality by Purfresh" Seal

*Recognition for Leadership in Water Conservation, Chemical Reduction, Exceptional Quality Standards in Food Industry*



Fremont, Calif. – June 25, 2008 – Purfresh, Inc., a global provider of clean science-based solutions for food and water, announced today that Lucky's Real Tomatoes and Pro-Health have received the "Quality by Purfresh" seal as recognition of leadership initiatives and processes implemented to optimize the freshness, quality and safety of their products while reducing the use, residue and disposal of traditional chemicals. The seal provides a recognition platform for growers, packers and shippers who are committed to the highest standards of produce quality through enhanced pre- and post-harvest practices.

Lucky's Real Tomatoes, a Brooklyn, NY-based tomato grower and distributor and long-time Purfresh customer, has consistently instituted safety and quality measures through its North Carolina and New York facilities.

"Through the years, Purfresh has helped Lucky's protect its premium quality tomatoes from the vine to the market," said Lucky Lee, vice president of sales for Lucky's Real Tomatoes. "Purfresh products have been a true partner in maintaining safe and sustainable operations, and we're honored to include the 'Quality by Purfresh' seal on our tomatoes to communicate to consumers our commitment to quality."

With the FDA, and other regulatory bodies, coming under fire for recurrent food and product safety incidents, leadership in product quality and safety is critical for businesses to protect their brand and the health of consumers. Purfresh customers receive the "Quality by Purfresh" seal for taking extra steps to help enhance the safety of their products; conserving water usage; reducing the use, residue and disposal of chemicals; and providing high quality products.

Texas-based Pro-Health is committed to delivering high-quality potatoes, beginning with superior seeds and extending to rigorous methods for processing and storage.

"The addition of the Quality by Purfresh seal illustrates Pro-Health's status as a leader in the drive for more sustainable industry practices," said Brandon Larsen, president of Pro-Health. "Our company has consistently pushed the limits of farming and distribution to deliver the highest quality potatoes for American families."

David Cope, president and CEO of Purfresh, said, "The 'Quality by Purfresh' seal is a mark of progress, innovation and leadership, and is designed to address consumer and industry concerns over food safety first and foremost, along with the environment and worker conditions. Purfresh is happy to provide the 'Quality by Purfresh' seal to our customers who demonstrate exceptional quality standards in order to distinguish their products in the marketplace and encourage high standards in the produce industry."

### **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. For more information, visit [www.Purfresh.com](http://www.Purfresh.com).

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