

MEDIA ALERT: Tommy G. Thompson Speaks Out Against Misinformation and Lack of Public Education Regarding MRSA “Superbug”

Proven Method of Prevention Being Overlooked

SAN DIEGO, Calif., Nov. 13, 2007 – “Recent media reports are misleading and grossly underestimate both the ways in which MRSA can be transmitted and the preventative measures currently available,” according to Tommy G. Thompson, former U.S. Secretary of Health and Human Services and former four-term Governor of Wisconsin. Thompson joined the Board of Directors of PURE Bioscience (OTCBB: PURE) last year based on his concern regarding the growing threat of Methicillin Resistant Staphylococcus aureus and was retained by PURE as a business development consultant (Note: Thompson is a principal of TMM LLC). Thompson added, “I am deeply concerned about MRSA and equally concerned about the misinformation being shared. MRSA is easily spread through direct contact but also via shared objects and hard surfaces. I worry about a misconception that it is only contractible if you have direct contact with someone with the infection. That is simply not the case.”

Thompson continued, “What has been most frustrating in recent weeks is the lack of attention paid to proven preventative measures that are currently available. The cost in terms of both human lives and financial burden is very real and also very preventable if proper disinfection techniques are adopted by closed population institutions such as hospitals, schools and prisons. PURE Bioscience and its distributors have EPA registered products that could help eradicate MRSA from these environments. PURE’s silver dihydrogen citrate technology is the first new active disinfectant ingredient to be registered by the EPA in more than 30 years and its effectiveness is undeniable.”

The use of the SDC-based hard surface disinfectant has eradicated Staph/MRSA infections in its 14 months of use by the Tulsa County Jail. That facility previously report a dozen cases of Staph each month in its 1,500 inmate facility.

PURE Bioscience’s silver dihydrogen citrate (SDC)-based disinfectant is registered with the EPA under the trade name Axen30®. Independent lab studies and resulting EPA-registered claims document that PURE’s disinfectant kills MRSA (Methicillin-resistant Staphylococcus aureus), CA-MRSA, PVL-MRSA and VRE (Vancomycin resistant Enterococcus faecium) in just two minutes. In addition to antiviral and antifungal claims, the SDC-based disinfectants provide a 30 second kill and 24-hour residual protection against Staphylococcus aureus, Pseudomonas aeruginosa, Salmonella choleraesuis. Moreover, SDC-based disinfectants pose little if any health hazards because they are odorless, colorless, non-corrosive, non-flammable and are compatible with other disinfecting and cleaning chemicals.

Private label SDC-based hard surface disinfectant products are currently available through a number of PURE’s distributors and are ideal for use not only as a household disinfectant but also in hospitals, schools, prisons and other closed population environments.



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How does it work? PURE's patented silver dihydrogen citrate is an electrolytically generated source of stabilized ionic silver. In one of the mechanisms of action, the bacteria views the molecule as a food source, and once the organism consumes it, SDC destroys the bacteria by disabling proteins and halting its metabolic and reproductive functions. As a platform technology, SDC is distinguished from competitors in the marketplace because of its superior efficacy, reduced toxicity and the inability of bacteria to form a resistance to it.

To speak with Tommy Thompson about MRSA please contact TMM LLC 866-214-4131; or to speak with PURE Bioscience CEO Michael Krall about MRSA or how SDC works, please contact: Karen Sparks, Mentus Life Science, 858-455-5500, Karen@mentus.com