



## **Ciba to market PURE's antimicrobial and preservative compound**

1 December 2008

Swiss chemical company Ciba Holding Inc (SWX: CIBN) announced today (1 December) that it will develop and market the antimicrobial and preservative silver dihydrogen citrate (SDC) of US bioscience products company PURE Bioscience (NASDAQ: PURE).

Ciba will hold exclusive marketing rights for the compound in personal care applications under the trade name Ciba TINOSAN SDC, while PURE will continue marketing it in household and industrial markets.

PURE's patented SDC is an electrolytically generated source of stabilised ionic silver which formulates well with other compounds. As a platform technology, SDC is distinguished from competitors in the marketplace because of its efficacy, reduced toxicity and the inability of bacteria to form a resistance to it.

Ciba posted sales of CHF 6.5 billion (USD 5.4bn/EUR 4.3bn) for 2007 and is active in more than 120 countries worldwide.