



Pure Bioscience Announces Direct Sales Launch of IV-7

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Pure Bioscience today announced the direct sales channel launch of its silver dihydrogen citrate (SDC)-based disinfectant, IV-7 Ultimate Germ Defense™, according to *The Wall Street Journal's* online *MarketWatch*.

An experienced team led by industry veteran John Rochon, chairman of Richmond Holdings, is launching IV-7 direct to consumers through a newly formed company called IV-7 Direct. IV-7 will be sold through a network of independent sales associates using a multi-level sales model, reports the article. This approach is structured to bring products to consumers more quickly than would be the case through retail stores. Under this arrangement, PURE Bioscience sells finished products at contracted unit prices to Richmond Sciences, a Richmond Holdings company, and also shares in the profits, according to *MarketWatch*.

Michael L. Krall, president and CEO of Pure Bioscience, stated, "We believe direct marketing is the ideal channel through which to educate consumers about the advantages of SDC-based disinfectant products and to establish their everyday use in homes across the nation. IV-7 is unmatched in its powerful efficacy and breakthrough EPA category IV lowest toxicity rating. We are confident that using the grassroots power of direct selling will allow us to compete with brand giants in the green cleaning category."