



**April 28, 2011**

**PURE Bioscience jumps 8% on product launch**

**By Val Brickates Kennedy**

BOSTON (MarketWatch) -- Shares of chemicals-developer PURE Bioscience jumped 8% Thursday on news that the company has launched a proprietary new brand of its low-toxic disinfectant, to be called PURE Hard Surface. PURE said it has agreed to sell the product through the California PTA organization in an effort to raise the brand's visibility with the public schools and parents. In exchange, the participating PTA groups would receive a portion of the sales revenue. PURE Hard Surface is a silver-based disinfectant capable of killing a wide range of pathogens including HIV, Norovirus, MRSA and various types of influenza. The product is considered largely non-toxic to humans.