



NASDAQ ticker	PURE
Recent stock price (06/22/10)	\$2.89
52-week range	\$1.22 - \$3.74
Avg. daily volume	716,968 shares
Market capitalization	\$99.2 mil
Shares outstanding	34.3 mil
Fiscal year-end	July 31

Company Fact Sheet

PURE Bioscience is leveraging its silver dihydrogen citrate-based antimicrobial (SDC) platform technology through proprietary products and partnerships in multiple industries. Patent-protected SDC has been widely studied by the company and its licensees and is differentiated by superior efficacy, reduced toxicity, formulation compatibility with other compounds, and the inability of bacteria (including MRSA) to form resistance. SDC has application as a disinfectant, an ingredient in personal care, household and industrial products, and in prescription pharmaceutical products and medical devices. In June 2010, PURE Biosciences was added to the Russell 2000® Index.

Investment Highlights

Superior broad-spectrum disinfectant – PURE's SDC is a next-generation antibacterial, antifungal and antiviral. It also is the first such product to be registered with the EPA in more than 30 years. As a hard surface disinfectant, SDC formulated products have demonstrated superiority compared with leading brands in commercial, industrial and household applications as measured by kill times, breadth of efficacy and residual antimicrobial activity, among other categories (see box next page for a list of advantages over leading brands).

Recently approved as a food contact surface sanitizer – In April 2010 PURE completed the six-year process to gain EPA registration of SDC as a sanitizer for food contact surfaces and equipment. Following approvals at the state level PURE can market to farms, food processing plants, institutional kitchens and the restaurant/hospitality industry. According to the U.S. Centers for Disease Control and Prevention, food-borne pathogens result in 76 million illnesses per year in the U.S., providing clear evidence that existing disinfectant products and techniques are unsatisfactory. The company is also pursuing significant opportunities for SDC in food processing and agricultural applications.

Business model leverages the versatility of SDC to address applications in several large markets – PURE Bioscience's three-phase business model includes license and development agreements with companies and organizations in multiple large markets. In addition to disinfectant and specialty chemical opportunities noted above, the company is pursuing the pharmaceutical and medical device markets through a joint venture with FTA Therapeutics, which recently formed a development partnership with The Cleveland Clinic. An IND has been filed for an SDC-based hand sanitizer, and formulation and clinical programs are underway in dermatology, wound care and medical biofilm control products.

New nationwide marketing partnership with Richmond Sciences – The leading branding and marketing firm Richmond Sciences launched the SDC-based disinfectant **IV-7 Ultimate Germ Defense™** in March 2010 to institutional markets, and followed with a direct (multi-level) marketing launch in May.



Partnership with world's largest chemical company for personal care and household products – BASF includes SDC as a preservative and biocide ingredient for use in personal care and household products under the name Tinosan® SDC.

SDC is now an ingredient in Nivea's new personal care line, including Silver Protect™ deodorant. Importantly, SDC is considered a safe and effective substitute for triclosan, which is being phased out in the European Union and is largely being removed from the U.S. market as well.



Long Term

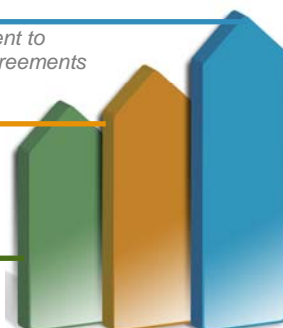
Pharmaceutical product development to result in licensing and/or royalty agreements and raw material sales

Mid Term

Integration of SDC as new active ingredient in existing third-party products resulting in raw material sales

Short Term

Expand distribution for currently approved disinfectant product



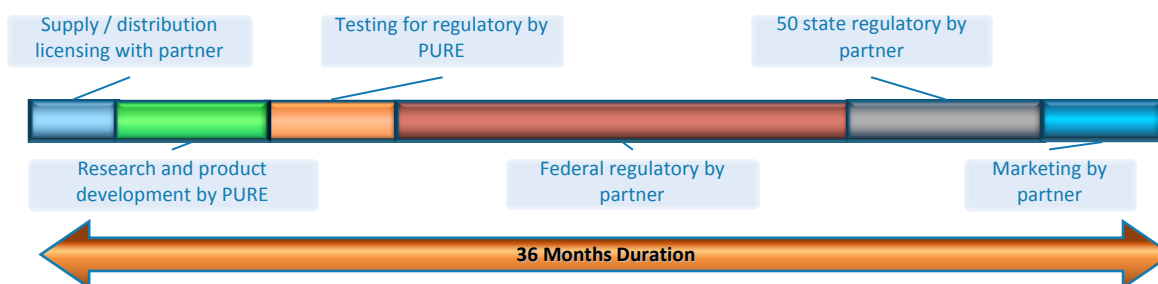
The SDC Competitive Advantage

- Faster kill times (30 seconds vs. up to 10 minutes)
- Broad-spectrum efficacy
- Residual antimicrobial activity (up to 24 hours)
- Safe, non-toxic (EPA Category IV vs. Category II)
- Does not induce bacterial resistance
- Formulates well with other products
- Tasteless, odorless, colorless
- Non-corrosive, non-flammable
- Stable in solution
- Does not stain or bleach fabric



Partner and Product Development Process

PURE Bioscience currently has approximately 130 license and development agreements in place with more than 120 companies and organizations. These relationships begin with the signing of a CDA to allow initial basic scientific and application due diligence, then progress through research, testing and product development phases. Once a potential product and application is identified, PURE and the partner/licensee begin a regulatory review and approval process, often at both the state and federal levels. The illustration below describes the 36-month path-to-market for PURE and a licensee on a product requiring EPA approval. PURE believes the strategy to work with partners that have specific industry expertise and the resources to develop applications for SDC will, over the long term, produce the greatest value at the lowest risk, while minimizing PURE's direct investment. As an example of the breadth of SDC's applicability, two different U.S. universities are finalizing formulas and protocols for poultry and beef carcass wash trials; while two companies -- a well-known consumer products brand and leading industrial chemical products firm -- are finalizing formulas for SDC-based wet wipes in anticipation of an EPA submission.



Financial Overview

In the first nine months of fiscal 2010 (ended April 30, 2010), PURE Bioscience recorded product revenue of \$1.1 million, compared with product revenue of \$275,000 in the first nine months of fiscal 2009. The increase was primarily due to new customers initiating sales in overseas markets and the nationwide launch by Richmond Sciences in the third fiscal quarter. Gross margin in the first nine months of fiscal 2010 increased to 63%, from 52% in the first nine months of fiscal 2009, due to an increased proportion of sales of the concentrated product. The net loss in the first nine months was \$5.1 million, or \$0.15 per share, compared with a net loss of \$5.4 million, or \$0.18 per share in the first nine months of fiscal 2009.

As of April 30, 2010, PURE Bioscience had cash and equivalents of \$3.3 million, and working capital of \$3.6 million. The company raised \$5.6 million (net) during 2009 in two separate equity financings.

Investor contacts:

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