



PURE Shares Jump on EPA Approval

April 6, 2010

By Darryl R. Isherwood

Shares of Pure Bioscience (PURE: 3.37, 1.32, 64.39%) jumped more than 14% Tuesday after the company received federal approval for a new disinfectant to be used in food processing.

The U.S. Environmental Protection Agency approved the company's silver-based disinfectant, known as IV-7 Ultimate Germ Defense for Food Contact Surfaces. The product will be marketed as a sanitizer in food preparation.

The product is considered to have little to no risk for humans, but is known to kill a host of bacteria, including E. coli, salmonella, listeria and MRSA.