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Pure Bioscience lands deal to sell products in Middle East

By Keith Darcé

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Pure Bioscience said Thursday that it landed a deal to sell more than \$144 million of its IV-7 Water Treatment and other products in the Middle East over the next 10 years.

The contract with High Scope Trading of Dubai was secured through Pure Bioscience sales representative Richmond Sciences, the El Cajon company said.

"We now have an open door to potentially meaningful and ongoing revenue," said Michael Krall, president and chief executive officer of Pure Bioscience.

The first \$350,000 order under the contract was shipped in October, the company said. Sales in the first year are expected to reach \$9 million and eventually grown to \$21 million annually.

IV-7 uses Pure Bioscience's proprietary molecule of ionic silver stabilized in citric acid to purify drinking water.

Pure Bioscience reported Wednesday after the close of stock markets that revenue was \$23,100 in the first quarter, down from \$221,900 a year earlier. The company lost \$2 million, or 6 cents a share, compared with a loss of \$1.7 million, or 5 cents a share, a year ago.

Shares of Pure Bioscience fell 25 cents, or nearly 10 percent, to \$2.37 in early trading Thursday.

