



Pure Bioscience establishes distribution in India

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Pure Bioscience (Nasdaq: PURE) has licensed a distributor for its hard surface disinfectant in India under the brand name Enviroguard through Colorado-based **Global Endeavor** and its subsidiary Pure-Enviro Biotech Pvt. Ltd. in New Delhi.

Enviroguard has been approved by the Central Insecticides Board and Registration Committee of the Directorate General of Health Sciences. This approval allows Pure-Enviro Biotech to immediately market its SDC-based Enviroguard disinfectant in India.

"Establishing a distributor in India represents a significant milestone in our quest to create a new worldwide standard in disinfectants," said Michael L. Krall, president and CEO of Pure Bioscience. "Early feedback from Pure-Enviro Biotech leads us to believe that its political contacts and established business channels should lead to initial revenues during the current fiscal year."