

**MICHAEL L. KRALL – PURE BIOSCIENCE (PURE)**

By Michelle Risley

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Excerpt:

**TWST: Would you begin with brief history of the company?**

Mr. Krall: I founded the company in 1992, based on an invention called the Fillmaster, which is a piece of equipment that is used in almost every pharmacy in the United States today. It provides USP grade water and measures and dispenses that water into re-constitutable antibiotic prescriptions.

In August 1996, we went public by way of IPO, and we realized shortly thereafter that the product wasn't big enough over the long term for a public company. So we began the hunt for another technology that we could get our arms around and develop into something that was much larger.

In late 1999, I found a silver-based technology called silver dihydrogen citrate that was in its infancy. It looked promising, but at the time there really wasn't enough information to really say this was "the product" we were looking for. So we played with it a little bit, did some testing and found that it looked very promising.

In short, silver dihydrogen citrate is a silver-based formulation that we found acted very well as a water purifier and a disinfectant, as well as a preservative. The molecule was not harmful to people but we soon found that it had the ability to kill some of our most dangerous pathogens such as MRSA, Norovirus, E.-coli and others, while formulating very well with other compounds.

Even from the early days, we knew these characteristics would have a very substantial impact on a number of key industries.

At first, we thought the manufacturing process might be a concern. So we worked on it for about six months and developed a new manufacturing process for the product and, at that point, began really purchasing license agreements from the owners of the technology, finally acquiring the one patent that they had filed. Then we went to work on really developing the technology and completing the manufacturing process to make it viable.

We then developed the first product, a hard surface disinfectant, and took it through the EPA. So this was now a viable technology with a product you could hold in your hand that had made it

now through the federal EPA and the regulatory agencies of all 50 states. We believed then that this was a product that we could really get our arms around as a public company.

At that point, we chose to sell the former product line, which we did in 2005, and invested that money in further development of the new silver antimicrobial technology. A series of private placements continued to fund that effort.

Now we have a cutting-edge technology that is a platform technology with applications and products under development in pharmaceutical, personal care, preservative, household applications, food and water, industrial applications, textile and agricultural applications.

**Tickers included in this excerpt: PURE**