

## **SurePure Announces Regulatory Approval for Use of SurePure's Photopurification Technology as an Alternative to Dairy Pasteurization in India**

New York, NY, July 30, 2013 – SurePure, Inc. (OTCBB:SURP), a global leader in liquid photopurification, today announced that the Indian Food Safety regulatory body (FSSAI) has approved the use of SurePure's proprietary photopurification technology as an alternative process to thermal pasteurization for milk and other dairy products. This approval paves the way for the commercialization of SurePure's technology throughout India's fluid milk market.

The Indian fluid milk market is the world's largest dairy market, estimated to have more than 70 million dairy farmers with production volumes of approximately 122.7 million tonnes per annum and a growth rate of 4%. SurePure, as announced earlier this year, has entered into a multi-unit, multi-year royalty and distribution agreement with Moksha Yug Access (MYA), an Indian rural supply chain solutions company centered in the Karnataka Province.

"We believe that this royalty agreement with SurePure can bring a cutting-edge milk processing alternative to India. This enables us to access a robust technology, which retains the integrity of milk while delivering milk in its most nutritious form to the consumers," stated Harsha Moily, Chief Executive Officer at Moksha Yug Access. "There are an estimated 70 million small dairy farmers in India, many of whom cannot participate fully in the formal economy. Our company and our Milk Route milk brand opens the door to a new era in Indian milk processing with the SurePure technology. We now await Product Approval from FSSAI."

Steve Miller, VP Sales & Marketing at SurePure stated, "We are pleased by the action taken by the Indian authorities who are pioneering the way in dairy processing, showing the rest of the world's dairy authorities that new, safe, energy-efficient technological solutions to old dairy problems do exist and should be embraced. We believe that the SurePure technology is ideal for the Indian dairy operating environment, enabling small- and large-scale producers alike to save money and improve the quality of the final product. This solution is ideal for the challenges of third world processing and as the world's leading dairy market, we expect the Indian model to be adopted in other markets."

### **About SurePure**

SurePure is a global leader in liquid photopurification, the green alternative to pasteurisation and chemicals. Using its patented 'Turbulator' technology, SurePure systems use UV-C light to purify microbiologically sensitive liquids such as wine, fruit juice and milk. Although designed to deliver food-grade solutions, it can also be harnessed to improve processing liquids such as water, brines and sugar syrup solutions, even animal blood plasma. SurePure's technology offers greater microbiological efficacy than conventional UV systems and is effective for both clear and turbid liquids, a world first. SurePure offers a greener alternative to comparable heat or chemical-based processes and significant process and energy savings. It also provides opportunities for the development of innovative and differentiated products with desired consumer benefits, guaranteed food safety and sound commercial benefits. Go to [www.surepureinc.com](http://www.surepureinc.com) for more information.

Investor Contact  
Adam Holdsworth

646-862-4607

[adamh@proactivecapital.com](mailto:adamh@proactivecapital.com)

Media Contact

Sandra Lee

646-862-4608

[slee@proactivecapital.com](mailto:slee@proactivecapital.com)