



PureGreen24 Named “ChildSafe” Green Disinfectant

New York, NY March 17, 2008 -- Pure Green, LLC today announces that PureGreen24®, the first “green” hard surface disinfectant registered with the Federal Environmental Protection Agency (EPA), has been recognized by Grassroots Environmental Education, as meeting their strict criteria for children’s health and safety, resulting in its designation as a ChildSafe product. The ChildSafe Guidelines have been developed by Grassroots to address the unique vulnerability of children, who are at greater risk from toxic exposures because of their immature and rapidly developing physiology. PureGreen24 is ideal for use on artificial turf, wrestling mats, athletic gear and in general school common areas.

Your Only Choice for a Green Disinfectant for Use in Children’s Environments

David Stetson, Pure Green, LLC co-founder stated, “It is gratifying that organizations, such as Grassroots Environmental Education, have recognized the advantages of using PureGreen24 in schools and athletic facilities. PureGreen24 is effective against bacterial threats, killing Methicillin resistant Staphylococcus (Staph) aureus (MRSA) within two minutes of contact, and yet it is completely harmless to children and pets.” Doug Wood, Grassroots Environmental Education co-founder stated, “This is exactly the kind of product innovation we like to see in the marketplace. We are very pleased to welcome PureGreen24 to our ChildSafe family of green cleaning products that meet or exceed the highest standards for safety and health.”

PureGreen24’s Advantages

PureGreen24 kills the most deadly of superbugs, yet also kills everyday household germs. PureGreen24’s advantages include: fastest bacterial/ viral/ fungal kill times, 24 hour residual protection against Staph and EPA registration for use on sports equipment and children’s toys (no rinsing required). PureGreen24 can be applied in the presence of humans and animals, meets School System and Office Building Green standards and is manufactured and bottled in the USA. Visit www.puregreen24.com/PureGreen24FactSheet.pdf for further details.

About Pure Green, LLC

Pure Green, LLC is the international distributor of PureGreen24 disinfectant and deodorizer. PureGreen24 is the first “green” disinfectant registered by the Federal EPA; your only choice for a proven “green” disinfectant. Pure Green, LLC is dedicated to reducing health risks caused by exposure to viruses, fungi and bacteria without endangering humans and animals during the disinfecting process. PureGreen24 kills MRSA, VRE and Staph, yet also kills common household germs and is safe for use in the presence of children and animals. PureGreen24 is based on a patented Silver Ion SDC® technology that is a true “green” disinfectant with unprecedented 24 hour effectiveness. Pure Green, LLC is further distinguished by donating 10% of profits to charities which

support children's health, cancer research and animal protection. Additional information about Pure Green, LLC is available at www.puregreen24.com.

About Grassroots Environmental Education

Grassroots Environmental Education is a not-for-profit 501 (c) (3) organization dedicated to researching and disseminating information about chemical toxins and their impact on human health and the environment. Founded in 2000, Grassroots currently serves local governments, school systems, community groups, other environmental organizations and individuals across the nation. The organization's website is www.grassrootsinfo.org.

Contact Information:

Pure Green, LLC
David Stetson 800-306-9122 x1
david@puregreen24.com

Grassroots Environmental Education
Doug Wood 516-883-0887
daw@grassrootsinfo.org