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**AUSTIN-BASED COMPANY DEVELOPS FIRST PLASTIC BOTTLES
FREE OF ESTROGENIC ACTIVITY**

PlastiPure delivers a healthy alternative free of Bisphenol A and Phthalates

AUSTIN, Texas – Austin-based PlastiPure will introduce today at the All Things Organic (ATO) trade show the FIRST plastic bottles completely free of estrogenic activity (EA). PlastiPure's patented technology allows for the production of resins free of all estrogenic activity and manufacturing methods that avoid dangerous additives to produce safer plastics.

"Once we recognized the prevalence of EA activity in all kinds of plastics used to hold everything from water to toothpaste, we went to work creating a safe alternative," said PlastiPure CEO Dr. George Bittner, a Stanford Ph.D. and chemist. "We are proud to be the first company to market with plastic bottles certified free of estrogenic activity."

Current research indicates endocrine disruptors, which leach from almost all plastics, can produce a wide range of health problems: early female sexual maturation; altered uterine, ovarian and breast functions; altered prostate, testicular and sperm functions; and increased rates of some breast, ovarian, testicular and prostate cancer. A number of major retailers have pulled products, such as baby bottles and sports water bottles, from their shelves because of the growing awareness of health problems associated with many chemicals, including bisphenol A (BPA) and phthalates.

"We found a great partner in PlastiPure because of our combined interest in offering consumers a better and safer choice in baby product packaging," said Lafe Larson, CEO and Founder of Lafe's Natural BodyCare. "One of our primary goals has always been to significantly reduce the amount of toxins that people are exposed to. And we believe providing EA free packaging is the next big step in making that happen."

PlastiPure's first product, which will be available in May 2008, includes 4 oz. to 32 oz. polyethylene or polypropylene bottles. Each production lot of bottles is tested by CertiChem and carries the PlastiPure/CertiChem certification seal. Additionally, PlastiPure owns proprietary technology for formulations and processes to make many other types of plastic products.

CertiChem, the industry leader in testing plastics for hormonal activity, tests each shipment of the resin, collects samples throughout the manufacturing process and evaluates a representative sample post-production for any estrogenic activity. Production lots that pass its stringent tests go to market with a certification seal on the bottom of the bottle. This certification seal will allow consumers to identify which plastic bottles are free of estrogenic activity and provide a healthier choice for their families.

About PlastiPure www.plastipure.com

PlastiPure is an advanced technology company located in Austin, Texas. Its team of leading biologists, polymer chemists, and industry experts has come together to advance the science of safer plastics. Founded in 2000, PlastiPure creates and licenses new polymer formulations and plastic items that are safer for consumer use.

PlastiPure's proprietary products and intellectual property have many applications in a wide range of industries: food and beverage, pet food, infant feeding, personal care, packaging, cosmetics, medical supply, pharmaceutical, toy, and other industries.

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