

PRESS RELEASE

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Hyundai Merchant Marine Collaborates With Purfresh to Enhance Refrigerated Service Offerings

Shippers Rely on HMM for the Latest Technology in Shipping Fresh Produce Around the Globe

MENLO PARK, CA, Jun 05, 2012 (MARKETWIRE via COMTEX) -- Purfresh, Inc., the industry leader of active atmosphere and supply chain management technologies that optimize the quality of fresh produce as it moves around the world, announced today that Purfresh and Hyundai Merchant Marine (HMM) will team together to expand HMM's refrigerated services offerings and deliver higher quality fresh produce to worldwide markets. Joining forces, Purfresh will provide HMM with an ample supply of its active atmosphere cargo protection equipment, particularly during peak season, along with comprehensive post-voyage reports of each trip. Growers and shippers around the globe can now rely on HMM for the latest technology in shipping fresh produce, as well as superior service, dependability, and a broad range of logistic options.

"Increasing our refrigerated services offerings by collaborating with Purfresh enables us to meet the growing needs of a broader range of produce shippers with a proven method to control ripening, reduce decay, and enhance food safety," said Ms. Lamont Petersen, VP-Transpacific WB Trade. "A cost-effective, chemical-free solution, Purfresh helps our customers sustain and increase revenue from each shipment, and supports the increasing consumer demand for the availability of year-round high quality fresh fruits and vegetables."

Purfresh delivers where traditional alternatives fall short by providing the unparalleled combination of ripening control with 100% residue-free decay prevention and enhanced food safety. Certified organic and approved by the USDA and FDA, Purfresh uses an active form of natural oxygen -- precisely controlled -- to kill molds, yeasts, and bacteria in the air and on surfaces by up to 99%, as well as to consume and regulate ethylene. As the industry's only active atmosphere solution with load protection monitoring, Purfresh constantly monitors and manages the environment inside the reefer throughout the voyage -- providing the ability to ship even highly sensitive fruits and vegetables long distances.

"Together with HMM -- a leading and well respected shipping line -- we're poised to make a significant impact on the way fresh produce is delivered to customers around the world," said Mr. John Harnett, senior sales director for Purfresh, Inc. "HMM provides the advanced logistics to get the fresh produce to market, and Purfresh provides the advanced technology to keep it fresh along the way."

HMM offers Purfresh as a per-trip service and is an ideal solution for shipping climacteric and non-climacteric fruits and vegetables.

About Hyundai Merchant Marine (HMM) Hyundai Merchant Marine is an ocean carrier offering a multimodal service network with global reach. HMM operates more than 40 sea routes to over 100 ports of call. The worldwide headquarters is located in Seoul, Korea, and the Americas headquarters for North and South America is located in Dallas, Texas.

About Purfresh, Inc. An innovator and market leader, Purfresh's ocean transport and supply chain management technologies optimize the quality of fresh produce as it moves around the world from the farm to the consumer. Purfresh and its global partners help companies reduce losses, expand market opportunities, and deliver higher-quality fresh food to the market. For more information, visit Purfresh.com or Intellipur.com. Follow Purfresh on Twitter and Facebook.

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