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### **Food Safety Firm and Supermarkets Launch Produce Safety Initiative**

APRIL 04, 2007 -- LOS ANGELES -- Eco-Safe Systems USA, Inc., a provider of Ozone food-safety and water-purity intervention systems, this week launched an initiative with supermarket chains aimed at enhancing food safety and reducing shrink in produce departments.

Participating retailers will place ozone water disinfection units in produce departments test the effectiveness of ozone water disinfection units for improving the safety of most perishables while dramatically reducing shrinkage by killing the bacteria which exacerbate spoilage.

"By working closely with supermarket chains, Eco-Safe Systems is seeking to develop a variety of interventions that will raise the safety of produce on store shelves," said Michael Elliot, president of Eco-Safe. "We are currently running programs in five retail outlets representing hundreds of stores among major supermarket chains."

According to Eco-Safe, in addition to improving food safety, the use of ozonated water systems in produce departments can increase the shelf life of fruits and vegetables, saving an average of 42 percent of produce that would be discarded without ozone disinfection. The company says that retailers can see a return on investment in as few as three months.

Eco-Safe's systems use ozonated water to kills bacteria on contact. According to the company, ozonated water disinfects 3,000 times faster than chlorine and reduces bacterial contamination from salmonella, listeria, E.coli, and shigella. It is also environmentally friendly, using no chemicals or additives.