

# **PRESS RELEASE**

**EARTH ALIVE SIGNS EXCLUSIVE DISTRIBUTION AGREEMENT WITH IM-EX GLOBAL TRADING FOR ITS SOIL ACTIVATOR™ MICROBIAL FERTILIZER IN EAST AFRICA**

**Montreal, Quebec, Canada, June 28th, 2016** - Earth Alive Clean Technologies Inc. (CSE: EAC) (“Earth Alive” or the “Company”) announces it has signed an exclusive distribution agreement with IM-EX Global Trading for the Company’s patent-pending and certified organic biofertilizer, Soil Activator™.

IM-EX Global Trading is a company controlled by Mr. Félicien Mutalikanwa, the founder of Kigali based BraMin and Minimex Corporations. In addition to Rwanda, the agreement covers other East African countries such as Uganda, Tanzania, Burundi, Kenya, Zambia, Ethiopia, South Sudan, Mozambique, Malawi, and Zimbabwe.

“We are extremely pleased to have reached this agreement with IM-EX, which is the result of the proven performance of the Earth Alive biofertilizer in the local growing conditions of East Africa,” stated David Gilmour, CEO of Earth Alive. “With the signature of this agreement, IM-EX Global Trading has placed its first order of close to $200,000 of Soil Activator, and we anticipate that monthly shipments of our product will ramp up as the region discovers the benefits our product offers for a wide range of crops and soils.”

Félicien Mutalikanwa stated, “After more than six months of field testing and evaluating Soil Activator in combination with our farms’ best practices, we found that Soil Activator boosted productivity by significant amounts – such as a 27% overall yield increase in maize.” Mr. Mutalikanwa continued, “With results like this, we are proud to be the first to introduce this cutting-edge technology to East Africa – a region where agricultural activity will increase substantially in the years to come and where Soil Activator can provide a much needed boost in productivity. Quality organic fertilizers such as Soil Activator are a necessity for the region to meet increasing demand. As soon as this first shipment of Soil Activator arrives in Kigali this summer, we will begin using it in country and on BraMin Farms to further increase our yields, as well as to showcase the technology’s performance to the agriculture communities of Rwanda and adjoining countries. Soil Activator is a remarkable product and we have great plans for it in East Africa.”

Michael Warren, VP Global Operations, Agriculture Solutions, said, “We have been working closely with Félicien and his agronomists throughout their trial and evaluation period. Now that they have seen the results first hand, the enthusiasm they have for delivering Soil Activator into East Africa is remarkable. The momentum in Africa is growing, and we have already begun implementing trials in many countries across the continent, including in Burkina Faso, Ghana, Cameroun, Benin, and Côte d’Ivoire. We intend to build on our success with Félicien and his team in the months ahead.” Mr. Warren further added, “After having gained scientific and market validation in Canada, earlier this year Earth Alive opened up the Latin American market, and progress there continues as per our expectations. We aim to repeat that achievement in the dynamic African context.”

**About Earth Alive Clean Technologies:**

Earth Alive aims to be a key player in world markets of environmentally sustainable industrial solutions. The company works with the latest innovations in microbial technology to formulate and patent innovative products that can tackle the most difficult industrial challenges, once only reserved to environmentally harmful chemicals and additives. The company is focused on environmental sustainability in 1) the agriculture industry and 2) dust control for the mining industry.

**About BraMin:**

Established in 2008, BraMin Ltd is a joint venture between Bralirwa (Heineken Beer’s subsidiary in Rwanda) and Minimex (ProDev Holding subsidiary). BraMin runs a fully mechanized and irrigated 450-hectare farm. On one hand, this farm is part of ProDev Holding’s plan to have a vertically integrated supply chain; on the other hand, it is in line with Heineken’s local sourcing policy of securing at least 60% of raw materials within the country where its subsidiary operates.

**About Minimex:**

Created in 2002, Minimex is the largest maize mill in Rwanda, and its focus is on the production, marketing, and distribution of maize products. With a capacity of 45,000 metric tons per year, it operates a state of the art mill, and produces three products destined to three different target markets such as:

* Maize grits (20% of output), for the brewing industry
* Maize bran (30% of output), for the livestock industry
* Maize flour (50% of output), for human consumption

For additional company information, please visit: [www.earthalivect.com](http://www.earthalivect.com)

***The CSE has neither approved nor disapproved the contents of this press release. The CSE does not accept responsibility for the adequacy or accuracy of this release.***

**Forward Looking Information**

**Except for statements of historical fact, this news release contains certain forward-looking statements within the meaning of applicable securities law. Forward-looking statements are frequently characterized by words such as “plan”, “expect”, “project”, “intend”, “believe”, “anticipate”, “estimate” and other similar words, or statements that certain events or conditions “may” occur. Although Earth Alive believes that the expectations reflected in the forward-looking statements are reasonable, there can be no assurance that such expectations will prove to be correct. Such forward-looking statements are subject to risks and uncertainties that may cause actual results, performance or developments to differ materially from those contained in the statements. Except as required under applicable securities legislation, the Company undertakes no obligation to publicly update or revise forward-looking information, whether as a result of new information, future events or otherwise*.***

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