

# **PRESS RELEASE**

**EARTH ALIVE RECEIVES FINAL GOVERNMENT REGISTRATION FOR ITS SOIL ACTIVATOR™ MICROBIAL BIOFERTILIZER IN COLOMBIA**

**Montreal, Quebec, Canada, August 29th, 2016** - Earth Alive Clean Technologies Inc. (CSE: EAC) (“Earth Alive” or the “Company”), a leading developer and manufacturer of state-of-the-art microbial technology-based products, is proud to announce that its microbial biofertilizer, Soil Activator, has obtained final government registration to begin sales in Colombia.

“This is the sixth governmental registration we have obtained in Latin America since the signing of our distribution agreement with Brenntag seven months ago in February 2016,” stated Michael Warren, VP Global Operations for Earth Alive’s Agricultural Division. “Obtaining government registration is a long and arduous process and it is the first mandatory step for selling our biofertilizer in any given country around the world. The opening of the large Colombian agriculture market to Soil Activator is great news, and in-line with the execution of our business plan with Brenntag in Latin America.”

Mrs. Paola Correal, Director of Operations for Earth Alive, commented, “There has been ongoing testing over the past several months of Soil Activator in Colombia on crops such as flowers, bananas, and vegetables. Based on great demonstrated results in those tests, we are expecting to ship a 40 foot container of Soil Activator to Colombia in early September. Some of this product will be used for large scale testing in an Oil Palm plantation as Colombia is the world’s 4th largest producer of Palm Oil”.

“Obtaining government registration for a fertilizer is a lengthy, complex process and each country has different legislations and procedures, which are all factors that affect the level of complexity and the time to obtain registration. Columbia for example required that we not only scientifically demonstrate that Soil Activator poses no harm to the environment but also proof of the efficacy of the product through comprehensive field trials of the product,” stated Miguel Monroy, Earth Alive’s Director of Business Affairs. He added, “We are proud of having successfully undergone this process, and Soil Activator is now registered in Peru, Chile, Puerto Rico, Guatemala, Honduras, and now Colombia.” Mr. Monroy concluded by saying, “Government registrations in Ecuador, El Salvador and Costa Rica should be coming shortly in the fourth quarter, and we are also working closely with governmental agencies for registration in other countries such as Brazil and the USA”.

**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) dust control for the mining industry, and 2) the agriculture industry.

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.***

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**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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