

# **PRESS RELEASE**

**EARTH ALIVE RETAINS CONTACT FINANCIAL CORP. FOR STRATEGIC COMMUNICATIONS**

**Montreal, Quebec, Canada, August 31, 2015** - Earth Alive Clean Technologies Inc. (CSE: EAC) (“Earth Alive” or the “Company”) is pleased to announce that it has engaged Contact Financial Corp. (“Contact”) to assist the Company with the development and execution of a comprehensive strategic communications program.

Contact is a broad-based strategic marketing and communications firm with experience in creating exposure for small- to mid-cap companies. Contact Financial, headed by Kirk Gamley, is based in Vancouver, British Columbia with offices in Vancouver, Toronto, Montreal, and affiliate offices in the United States and Europe. Contact’s services will include providing advice to the Company with respect to corporate development, production and distribution of investor-focused communication tools, and increasing awareness of the Company within the financial community.

David Gilmour, CEO of Earth Alive, stated, “The substantial increase in our second quarter revenue to $611,757 from $86,507 at the end of the first quarter reflects the early and growing success of our sales strategy, and the acceptance in various world markets of our products’ unique positioning as the most effective, economical and environmentally sustainable solutions available for dust control and agriculture. In addition to significant sales growth, Earth Alive completed in the second quarter a $1.65 million convertible debt financing, strengthening the company’s ability to execute on all business development opportunities. We will continue to work with our direct clients and our distributors in order to build market share and achieve our goals of both revenue growth and profitability.”

Mr. Gilmour added, “Both our Agro and Dust Control business units continue to ship container orders globally and, as we continue executing our growth strategy, the timing is ideal to raise awareness for our company’s public profile as well as its core business operations. Contact Financial is ideally suited for this task and will play an important role in effectively communicating our exciting story to both existing and potential new shareholders.”

Contact has been retained for an initial term of six (6) months, with service to be provided on a month-to-month basis thereafter. Contact will be paid a monthly fee of CDN $4,000.00 (plus GST) and will be granted options to purchase up to 250,000 common shares of the Company with an exercise price of CDN $0.15 per share that shall have a life of 3 years from the date of issue, with vesting restrictions in accordance with Canadian Stock Exchange policies.

**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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