

# **PRESS RELEASE**

**EARTH ALIVE IN FINAL STAGE OF PRODUCT REGISTRATION FOR MICROBIAL FERTILIZER TECHNOLOGY IN AFRICA**

**Montreal, Quebec, Canada, October 7th, 2015** - Earth Alive Clean Technologies Inc. (CSE: EAC) (“Earth Alive” or the “Company”) is pleased to announce that it is in the process of completing product registration for its patent-pending microbial biofertilizer in West Africa ( ECOWAS – Economic Community of Western African States, 15 members ) and South Africa ( SADC – Southern African Development Community, 15 members also ). This arduous and lengthy registration process is necessary for the commercialization of fertilizers and agricultural inputs in most countries worldwide, and the Company anticipates having product registration approval by early 2016. Once approved, the company’s agricultural inputs will be marketed and sold in Africa. The Soil Activator® product is already fully registered with the Canadian Food Inspection Agency (CFIA), and is also Ecocert certified organic.

David Gilmour, President & CEO of Earth Alive, stated, “African agriculture represents nearly half of the continent’s economic activity and the industry is pro-actively looking for safer, healthier and better fertilizer technologies to meet the accelerating demand for organic growing.” Mr. Gilmour added, “The African agriculture and food industry is currently worth US$310 billion and has the opportunity to grow substantially to US $1 trillion by 2030, offering the prospect of a three-fold increase, bringing more jobs, greater prosperity, less hunger, and significantly more opportunities which will enable farmers in Africa to better compete globally. Receiving accreditation for our innovative microbial biofertilizer - which helps produce larger and healthier crops - will be beneficial to organic and traditional farmers in Africa, and is a critical step for Earth Alive to unlock this enormous market opportunity as we continue to expand registration in new markets globally.

“Our technology has gone through scientific testing and validation for over a year with the Agriculture Ministry of Burkina Faso, which included thorough performance and yield analysis” stated Michael Warren, VP of Earth Alive’s Ag Division. He further added, “Our product line successfully received its passing grade at all levels in Burkina Faso, and we are looking forward to the same results on large scale industrial test applications in Rwanda.”

**About Agriculture Industry in Africa**

African agriculture has been recognized as a powerful economic driver and many investors believe agriculture is the most promising growth opportunity in Africa, ahead of mining and metals. According to the World Bank, agriculture contributes 32% to Africa’s GDP and in some countries up to 85% of the workforce is employed in the sector. The potential for growth in the agricultural sector on the continent is substantial - Africa houses millions of hectares of the globe’s unexploited arable land and there is significant scope for improvement with regard to irrigation, use of environmentally sustainable fertilizers, and improved fertilization technologies.

**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.***

**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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