

# **PRESS RELEASE**

**EARTH ALIVE APPOINTS BENOIT LA SALLE TO BOARD OF DIRECTORS**

**Montreal, Quebec, Canada, November 4,2015** - Earth Alive Clean Technologies Inc. (CSE: EAC) (“Earth Alive” or the “Company”) is pleased to announce that it has appointed Benoit La Salle, FCPA, CPA FCA, to the Company’s Board of Directors.

Mr. La Salle is a highly regarded and well-known mining entrepreneur in Canada and Africa. He is also the founder of SEMAFO, a full TSX-listed company. He grew SEMAFO from a junior explorer to an over 250,000 ounces per year gold producer in West Africa. In 1980, Mr. La Salle was a co-founder and a partner until 2004 of Grou, La Salle & Associates CA (“GLA”), a Montreal-based accounting firm offering audit and accounting services, with a strong emphasis on financial and corporate reorganization and the implementation of international corporate structures. During his tenure, the firm grew from two original partners to a staff of over 50.

Robert Blain, Chairman, said, “Benoit is a great addition to the team and I am very pleased to welcome him to the Board of Directors.”

“We are in the final stages of receiving final approval for our biofertilizers in West and South Africa, and his experience in Africa will be invaluable to Earth Alive as we anticipate expansion of our Agriculture Division in that and other markets,” added David Gilmour, President & CEO.

Currently, Benoit La Salle is the President & CEO of Windiga Energy, a company involved in renewable resource development in Africa. He is also the Chairman of Algold Resources, Sama Resources and Chairman of The Canadian Council on Africa (CCAfrica).

**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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