

# **PRESS RELEASE**

**EARTH ALIVE APPOINTS NEW DIRECTOR OF SUSTAINABLE DEVELOPMENT**

**Montreal, Quebec, Canada, August 15th, 2016** - Earth Alive Clean Technologies Inc. (CSE: EAC) (“Earth Alive” or the “Company”) is pleased to announce the appointment of Mr. Frédéric Perron-Welch as Director, Sustainable Development, for the Company’s Agriculture and Dust Control Divisions.

Mr. Perron-Welch is a Canadian lawyer with extensive experience advocating and providing legal advice to Canadian and international public, private and civil sector organizations on biodiversity, biosafety, biotrade, biotechnology, clean energy, climate change, sustainable agriculture, and sustainable forestry. He has worked in international development for ten years, and written, edited and co-authored legal texts on biodiversity, biosafety, and access and benefit-sharing, such as *Legal Aspects of Implementing the Cartagena Protocol* (Cambridge University Press), *and An Explanatory Guide to the Nagoya Protocol on Access and Benefit-sharing* (IUCN).

Frédéric has worked with a number of international agencies such as CIFOR, GIZ, IDLO, IUCN, UNEP, UNDP, and UEMOA.  He holds a LL.B. with a specialization in Environmental Law from Dalhousie University, and a Master of Arts in Environmental History from the University of Toronto. Mr. Perron-Welch is a member of the Bar of Ontario, Canadian Bar Association, and International Law Association. He is also Treasurer of the Canadian Environmental Network, Programme Manager for Biodiversity and Biosafety Law at the Centre for International Sustainable Development Law, and a member of the World Commission on Environmental Law.

“I am very pleased to welcome Frédéric to the Company as Director, Sustainable Development,” said David Gilmour, CEO of Earth Alive. “Frédéric brings to the Company a wealth of knowledge on international practices in environmentally sound agriculture and mining. He will be responsible for linking Earth Alive's national and international business initiatives to the United Nation’s Agenda 2030 on Sustainable Development, a global plan of action for development that is economically, socially and environmentally sustainable, as well as other leading international sustainable development initiatives”. Mr. Gilmour further added, “This is a critical role in Earth Alive’s current and future growth plans now that we’ve gone beyond the R&D stage to full-scale commercialization at a global scale”.

Michael Warren, V.P of the Agriculture Division of Earth Alive further added, “Container loads of Earth Alive’s bio-fertilizer are being shipped to many Latin American countries and parts of Africa. Small-scale producers, cooperatives, and large scale industrial farming operations are on their 2nd and 3rd crop rotation using Soil Activator and demonstrating consistent results, with real positive social and economic outcomes. Frédéric will help us ensure that Earth Alive’s values and potential are present and heard in relevant international forums".

Frédéric Perron-Welch, Director, Sustainable Development for Earth Alive, stated, “I have witnessed Earth Alive’s development firsthand for the past 3 years and I chose to join the Company because I have seen the real contribution that their technologies make toward sustainability in agriculture and mining. The Company’s products have gained global commercial acceptance, which is the most important prerequisite for becoming a real agent of change”. Mr. Perron-Welch further added, "The 2030 Agenda and Global Goals for Sustainable Development offer clear opportunities for Earth Alive to contribute and partner with international actors, and I am proud to represent the Company with such groups the world over”.

**About Earth Alive Clean Technologies:**

Earth Alive is a key player in world markets for 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 focusses 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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