



PRESS RELEASE

Earth Alive Obtains Final and Official Canadian Registration for Flagship Microbial Fertilizer Technology

Montreal, Quebec, Canada, November 12th, 2014 - Earth Alive Clean Technologies (CSE: EAC) ("Earth Alive") is proud to announce that its patented Microbial Soil Activator has been officially registered by the Canadian Food Inspection Agency (CFIA), a legal requirement for the commercialisation of fertilizers and agricultural inputs in Canada.

"After years of R&D and a rigorous CFIA registration process, we are very proud and excited that our microbial bio-fertilizer technology has now become a fully recognized agricultural input in Canada. The CFIA certification means that our biostimulant fertilizer will immediately be available in Canada, and will also bestow worldwide recognition on our technology, further increasing its credibility for the international markets we cater to. Our product was developed to support conventional and organic agriculture across a wide range of crops, and we are seeing a great response from our international customers. Commercial growers across Canada are also showing a growing interest in our product; with this CFIA accreditation, we are now ready to meet the demand", explained David Gilmour, Earth Alive's CEO. "It's a major step in the growth of our Agricultural Division", he added.

Earth Alive's patented Soil Activator technology improves crop yields by increasing the root's nutrient uptake by making already existing, and added, soil minerals and nutrients more available to the plants. It promotes plant health and stimulates its growth at all levels.

"Biological thinking is at the cutting edge of agriculture, in just about every market globally" says Earth Alive's Chief Agronomist Simon Neufeld. "Soil is so much more than the stuff that holds roots in place; it needs to be alive for our crops to thrive. Our microbial Soil Activator puts hard working biology right where the growing plant needs it most: in the root zone".

"Our innovative technology arrives in the market at a perfect time as the worldwide agriculture industry is actively looking for safer, healthier and better inputs" further added Michael Warren, Global V.P of Earth Alive's Agriculture division.

The Earth Alive Bio-Fertilizer is now registered by the Crop Inputs Division of the Canadian Food Inspection Agency (registration #2014052A). It is an internationally certified-organic product, and does not contain genetically-modified organisms or chemically synthesized materials.

Additionally, Earth Alive reports that it has undertaken to complete a private placement with one investor, pursuant to which it will issue 1,666,667 units at \$0.15 each, for gross proceeds of

\$250,000. Each unit consisting of one common share and one common share purchase warrant which entitles the holder to purchase one common share, at \$0.20, for a period of 24 months following the closing. All securities issued are subject to a four month hold period. The net proceeds will be used for general working capital.

About Earth Alive Clean Technologies:

Earth Alive aims to be a catalyst agent of change, and a key player, in world markets of environmentally sustainable industrial solutions. Earth Alive 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

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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