

# **PRESS RELEASE**

**EARTH ALIVE PROVIDES UPDATE ON BRENNTAG LATIN AMERICA TRIALS OF ITS SOIL ACTIVATOR™ MICROBIAL BIOFERTILIZER, AND SHARES OUTSTANDING TRIAL RESULTS ON AVOCADOS IN CHILE**

**Montreal, Quebec, Canada, Wednesday September 7th, 2016** - Earth Alive Clean Technologies Inc. (CSE: EAC) (“Earth Alive” or the “Company”), a leading developer and manufacturer of state-of-the-art microbial technology-based products, is pleased to provide an update on trials of its Soil Activator product with the Company’s distribution and sales partner Brenntag Latin America (“BLA”) (see press release dated February 8, 2016).

Earth Alive’s Soil Activator™ is a patent pending, CFIA registered microbial biofertilizer designed to produce healthier plants and higher yields by improving nutrient availability in the soil. Currently, BLA clients in 5 different countries are involved in 62 ongoing trials on 30 different crops using Earth Alive’s patented microbial biofertilizer.

Mrs. Paola Correal, Director of Operations for the company stated, “Aside from these on-going trials, we have a number of new trials about to get underway as we have recently obtained registration for Soil Activator™ in Guatemala, Honduras and Colombia. We are pleased to be continuously demonstrating that our biofertiliser technology brings value to the agriculture community. Consequently, we are seeing wide scale product adoption of Soil Activator™ over the past months following successful on-going trials, and more are coming.” Mrs. Correal further added, “Large-scale test applications on a variety of crops such as bananas, tomatoes, pumpkins, avocados, and grapes are underway in many regions of Latin America and we look forward to sharing more of these outstanding test results as those recently obtained on Avocadoes in Chile”.

A recent test concluded by a Brenntag client in the Quillota V Region of Chile on avocados demonstrated that the average weight of the fruit from trees treated with Soil Activator™ were 295.5 grams, versus untreated plants of 255.5 grams. This resulted in an average 16% increase in avocado weight. Moreover, a statistically significant number of trees treated with Soil Activator™ produced fruits that were of grade 1, for which a higher value is paid on the market.

Michael Warren, Vice president of Earth Alive’s Agriculture Division stated, “Earth Alive’s Soil Activator™ continues to demonstrate impressive results in farm trials on all types of crops all over the world. We consistently see increases in overall yields and quality confirming our product’s positioning and strength as a non-crop specific biofertilizer. We are happy to see adoption of Soil Activator™ into the fertilization plan by our trial clients throughout their farms and plantations.”

**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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