

# **PRESS RELEASE**

**EARTH ALIVE ROLLS OUT MORE SUCCESSFUL TEST RESULTS OF ITS SOIL ACTIVATOR™ MICROBIAL BIOFERTILIZER: PERUVIAN FARM DOUBLES COMMERCIAL TOMATO YIELDS**

**Montreal, Quebec, Canada, Wednesday September 14, 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 announce continued positive results from tomato trials using its microbial biofertilizer, Soil Activator™. Earth Alive’s Soil Activator™ is a patent pending, CFIA registered, organic microbial biofertilizer designed to produce more vigorous plants and higher yields by improving nutrient availability in the soil.

The Rubio Farm in Trujillo, Peru, grew tomatoes using Soil Activator™. Tomato plants treated with Soil Activator™ produced larger plants, with larger leaves, stronger stems, increased root size, and doubled the farm’s average yield. Furthermore, the farm reported a longer tomato-harvesting period – from mid-March 2016 well into late August. Mr. Andres Rubio, of the Rubio Farm stated, “Last year we harvested a total of 3,000 boxes however, this year, using Soil Activator™, we harvested a total of 7,000 boxes. My farm has become a regional showcase demonstrating how using sustainable practices can make a difference in the livelihood of small and big growers alike.”

Mr. Rubio in Peru further added, “Soil Activator™ has changed our operations, and we now use it on every vegetable crop on our farm”. He concluded by saying, “Many neighboring growers are visiting our farm and asking us what we’re applying because they cannot believe we are still harvesting first grade quality tomatoes at this time of the year; we are getting more quantity without sacrificing quality.”

“We currently have six ongoing tomato trials in different regions of Chile as well as a number of other countries,” stated Mrs. Paola Correal, Director of Operations for Earth Alive. “All those trials are showing bigger root systems, taller and greener plants, increased foliage and extended bud production. Based on current observations we expect similar results from the final yield.”

Fred Perron-Welch, Director of Sustainable development for Earth Alive added, “With Mr. Rubio’s increased production revenue, he has rented 6 more hectares of land and has more than doubled his work force creating local employment in the region. This is a confirmation that the use of Soil Activator™ is making a difference in the lives of growers and their communities”.

**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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| Earth Alive Clean Technologies Inc.,  1001, Lenoir Street, Suite B-338,  Montreal (Qc) Canada  H4C 2Z6  T.(438) 333-1680 | **For media information and interview requests, please contact:**  Mr. David Gilmour  (e) [dgilmour@earthalivect.com](mailto:dgilmour@earthalivect.com)  (p) 514-814-2899  **For investor relations, please contact:**  Mr. Frédérick Chabot  (e) [frederick@contactfinancial.com](mailto:frederick@contactfinancial.com)  (p) 438-863-7071 |