



PRESS RELEASE

Earth Alive Enters Retail Distribution Deal with Rachele-Béry

Montreal, Quebec, Canada, January 14, 2015 - Earth Alive Clean Technologies (CSE: EAC) ("Earth Alive") is excited to confirm that its full line of organic agricultural and horticultural inputs will be available in all key Rachele-Béry locations starting in spring 2015.

"The demand for organic growing and the urban gardening trend are unrelenting", says Rachele-Béry's Chief Operating Officer Ginette Garand, "and we feel Earth Alive's products are the best way to meet that demand."

Part of Sobeys, Rachele-Béry has been a leader in organic and natural products since 1984 when it opened its first store at the corner Rachel and Berri Streets in Montréal – hence the store's name. Today, there are 11 Rachele-Béry stores and 20 boutiques located in IGA Extra stores throughout Québec. Headquartered in Stellarton, Nova Scotia, Sobeys Inc. (TSX: SBY) is a leading national grocery retailer and food distributor. Sobeys owns or franchises more than 1,300 stores in all 10 Canadian provinces.

The partnership will benefit from an official launch in major organic and natural products exhibitions in Montreal and Quebec City in March 2015. "These expos are a great way to get the buzz going, generate sales and provide product support to Rachele-Béry's sales staff", explained François Gagné, Vice-President, Sales and Marketing for Earth Alive. "There is a real meeting of the minds between Rachele-Béry and Earth Alive, and we are optimistic about the achievement of our common business goals". "We are quite proud that a quality retailer such as Rachele-Béry has chosen to carry our flagship microbial bio-fertilizer, the most innovative bio-fertilizer currently available in Canada, as well as our full line of organic inputs", continued M.Gagné. "It further demonstrates that our product mix and market penetration strategy is sound" he added.

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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