

## **“Mission” of CR-10 Leading to Healthier Crops in Central America**

FOR IMMEDIATE RELEASE — October 18, 2017 (Phoenix) — An internally created promotional video is helping BioNovelus President and CEO Jean Ekobo spread the word about the company’s non-toxic, organic fungicide and the very strong early results that farmers who are using it are reporting.

“Over the last few years, my team and I have worked with farmers in Guatemala, Costa Rica and Honduras to understand the challenges that the agriculture industry faces when eradicating pests and disease,” Ekobo says in the video. “We’ve seen crops devastated by disease often because they develop resistance to the chemicals that were meant to protect them. Farmers are using many harsh treatments together in concert just to keep plants from dying. This toxic cocktail of chemical products is so toxic that they contaminate and deplete the farmer’s soil causing smaller and unhealthy yields. And if a loss in revenue isn’t concern enough, we found that many growers are worried about how chemicals might be harming their workers.”

As Ekobo explains in the video, the farmers who are now using CR-10 are having a very different result. “With CR-10, farmers can cut back on the number of products they have to use without risking the health of their crops. They can lower their labor costs, increase their yields and reduce their worker’s exposure to chemicals.”

With a fully developed product now ready and sales underway, a big part of Ekobo and his team’s current job is marketing our results as when the product is applied on farmer’s crops, and as can be seen in the video, we believe the product sells itself.

For his part, Ekobo remains strongly committed to CR-10 and the difference it can make in a world where food is an ever-more important part of the conversation. “What started out as a goal to develop a non-toxic, organic fungicide, has turned into a mission to give farmers, food packers and exporters one powerful solution. One that can effectively fight pathogens, maximize yields and increase revenues in a competitive market.”

You can see the video and hear farmers explain their enthusiasm for CR-10 in their own words here <https://youtu.be/zQ6vXRHkh5M> on YouTube.

### **About BioNovelus:**

BioNovelus is a bioscience company that honors the environment with innovative, cost effective, and disruptive technology-based solutions to crop protection, food security, and health challenges.

### **About CR-10 Biofungicide**

CR-10 Biofungicide is a proven, biodegradable, non-toxic solution that kills bacteria, fungi, and spores rapidly, safely and effectively. It is a new generation of biofungicide with a unique mode of action. BioNovelus management believes that CR-10 has a broad range of uses in crop protection before harvest.

## **Forward-Looking Statements**

This news release includes forward-looking statements covered by the Private Securities Litigation Reform Act of 1995. Because such statements deal with future events, they are subject to various risks and uncertainties and actual results for fiscal year 2017 and beyond could differ materially from the Company's current expectations. Forward-looking statements are identified by words such as "anticipates," "projects," "expects," "plans," "intends," "believes," "estimates," "targets," and other similar expressions that indicate trends and future events. Factors that could cause the Company's results to differ materially from forward looking statements regarding the success of the workshops and efficacy of the crop restoration and results of CR-10 include the lack of capital needed to complete testing, the lack of experience with pursuing approval of this product and modifications and receipt of information that may be demanded by the registration of the CR-10 formula and the delays in the various government approval processes unrelated to the product itself. Factors that could cause lower turn-out in the future include the cities we select to have our workshops and the interest in alternatives to existing products, rates of success in CR-10 eradication of fungi and bacteria include the method and timing of applications of CR-10, the impact of the strength of fungi and bacteria contamination, and other environmental conditions resulting in re-infection. Factors that may impact Guatemalan acceptance of our product include the compatibility with other chemical products.

There is no assurance of when all necessary registrations in Guatemala will be obtained for CR-10 Biofungicide and various applications as several field trials are still in progress. There is no assurance that the coffee rust application or any other crop protection or post-harvest protection applications will prove commercially viable. There is no assurance that any transaction will be done with Guatemalan distributors although we do have one distributor currently importing product to Guatemala.

Factors that could cause the Company's results to differ materially from those expressed in forward-looking statements include, without limitation, variation in demand and acceptance of the Company's products and services, general business and economic conditions beyond the Company's control the consequences of competitive factors in the marketplace including the ability to attract and retain customers, results of continuous improvement and other cost-containment strategies, compatibility with other chemical products, the application of the products, and the Company's success in attracting and retaining key personnel. The Company undertakes no obligation to revise or update forward-looking statements because of new information, since these statements may no longer be accurate or timely.

Certain statements in this news release may contain forward-looking information within the meaning of Rule 175 under the Securities Act of 1933, and are subject to Rule 3B-6 under the Securities Exchange Act of 1934, and are subject to the safe harbor created by those rules. All statements, other than statements of fact, included in this press release, including, without limitation, statements regarding potential plans and objectives of the Company, are forward-looking statements that involve risks and uncertainties. There can be no assurance that such statements will prove to be accurate and other results and further events could differ materially from those anticipated in such statements. Future events and actual results could differ materially from those set forth in, contemplated by, or underlying the forward-looking statements.

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