



## **Cupron Receives CE Mark for Anti-Virus Mask**

### *Cupron Viral Deactivator Eliminates over 99.99% of Influenza A and Avian Flu Virus*

RALEIGH, NC - August 31, 2009 - Cupron, Inc., whose patented technology uses non-irritating, non-sensitizing copper oxide as the basis for a wide variety of anti-microbial and cosmetic applications, today announced that it has received the CE Mark for commercial sale of the Cupron Viral Deactivator, a Type IIR disposable patient/surgical mask. The Cupron Viral Deactivator is designed to significantly reduce the risk of viral infection by safely and naturally eliminating infectious virus on the surface of the mask, lessening the risk of accidental contamination and disposal as compared to similar non-Cupron masks. The mask uses the natural biocidal properties of copper oxide to effectively “kill” viruses.

*“Cupron is pleased to share this dramatic breakthrough at a time when the world is trying to combat viral pandemics,”* said Jeff Gabbay, CEO. *“Contaminated masks potentially lead to the spread of disease, so even one that filters will still host the virus on the mask itself. Our mask goes further by actually eliminating viruses and making it safer for the wearer, for those around them, and for the environment.”*

Tests conducted using GLP in independent laboratories demonstrated that the Cupron Viral Deactivator eliminates over 99.99% of Human Influenza Virus (H1N1) and Avian Influenza Virus (H9N2) on the surface of the mask within 30 minutes, and filters out over 99.8% of these viruses before they reach the nose and mouth of the wearer. In addition, the mask has been passed the standard for a Type IIR mask ( $\geq 98\%$  bacterial filtration,  $\geq 120$  mm/Hg splash resistance pressure, and a differential pressure/breathing resistance of  $< 49.0$ ) as well as an FFP1-level respirator, conferring a strong level of protection recommended against respiratory viral and bacterial pathogens. In the near future Cupron plans to test the mask against the current H1N1 swine flu strain, which is very similar to the human influenza H1N1 already tested.

### **About Cupron**

Cupron, Inc. has patented the use of the natural form of copper, copper oxide, as the core ingredient of a broad-spectrum platform technology which offers anti-microbial protection in fabrics and polymers, anti-viral protection for face masks, and cosmetic benefits such as reduction in the appearance of wrinkles and related skin appearance conditions. Learn more at <http://www.cupron.com>.