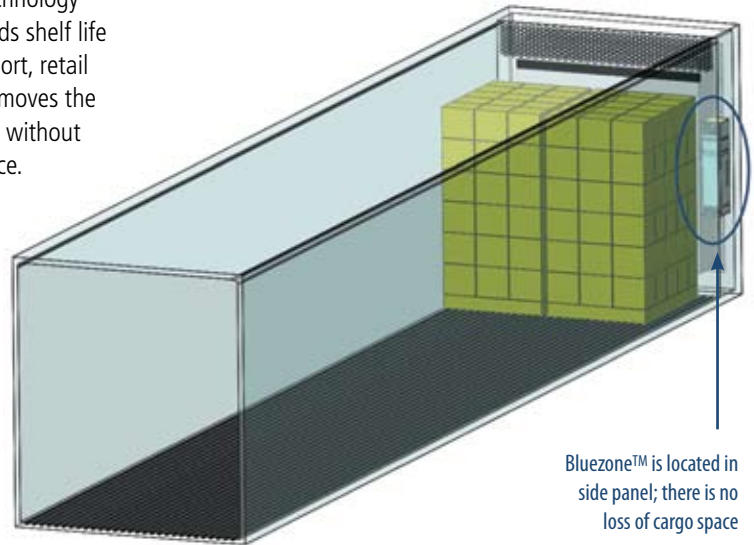


Primaira's Bluezone™ Reaction Technology Extends Shelf Life and Quality of Produce

Fresh fruits and vegetables (FF&V) are highly valued yet short lived; Primaira's Preservation System with Bluezone™ Reaction Technology preserves fresh fruit and vegetable (FF&V) quality and extends shelf life along the global supply chain of storage, distribution, transport, retail sale and consumer use. Primaira's Bluezone™ Technology removes the decay-producing chemical and microbial agents from the air without introducing any chemicals or gases to the FF&V storage space.

Primaira's Preservation Technology will pay for itself in the first few transport shipments of a refrigerated container.



Bluezone™ is located in side panel; there is no loss of cargo space



Model 1200	Specification
Capacity (air volume cleaned)	2400 cu ft (70 m ³) (One 40' Reefer)
Power	300W
Size	8" X 8" X 42" (20 X 20 X 110 cm)
Weight	35 lb (16kg)

Significant financial benefit is achieved with each of the following critical market opportunities in FF&V freshness preservation:

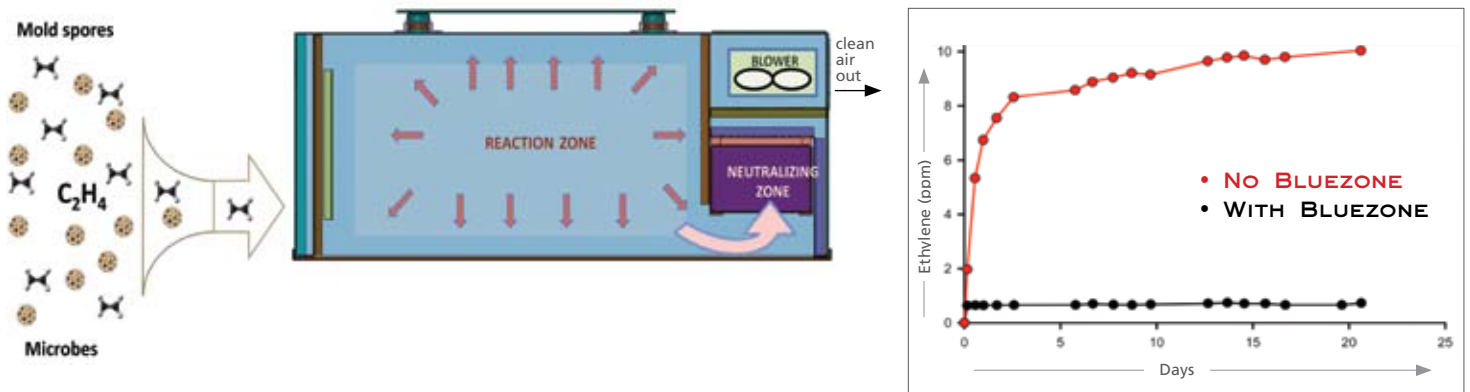
- Minimizing waste in shipping, storage and retail
- Enabling the shipment and storage of mixed loads of fruits and vegetables
- Enabling a transition from air to ocean transport
- Enabling long distance shipment of sensitive produce.
- Reducing need for chemical solutions to microbial decay
- Reducing shipment rejections and claims of FF&V damage

Compact, Self-Contained, Cost Effective, Air Cleaning Product

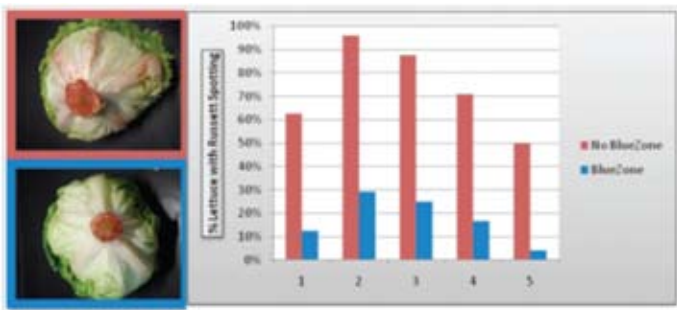
Developed initially for the United States Army, Primaira's Bluezone™ is a unique, patent pending technology that strips microbes, ethylene, hydrocarbons, odors and other contaminants from the atmosphere. Its positive effect on produce quality and storage life has been demonstrated for use in transport containers, cold storage rooms, walk-in refrigerators, reach-in refrigerators and general produce storage areas. It is a compact, self-contained, rugged, low cost, low power, air cleaning technology.

Primaira's Preservation Technology has Demonstrated Results and Financial Benefits

Primaira's Bluezone™ Technology Destroys Microbes and Ethylene



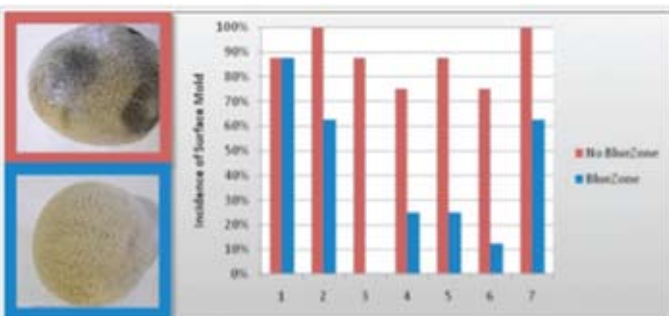
Primaira's Bluezone™ Technology Prevents Ethylene Damage, Such as Russet Spotting



Lettuce stored with Primaira's Bluezone™ in operation demonstrated the significant produce quality benefits of the system.

Lettuce stored for 21 days in a mixed-load trailer with Primaira's Bluezone™ Reaction Technology did not exhibit Russet spotting.

Primaira's Bluezone™ Technology Controls Mold



Primaira's Bluezone™ Technology Offers Multiple Benefits

Function	Benefit	Bluezone™
Ethylene Control	Higher Quality FF&V Longer Shelf Life	✓
Odor Control	Fresh Smell No flavor transfer	✓
Mold Control	Kills airborne molds Improves FF&V quality	✓
Self-Clean Mode	Kills mold and microbes throughout refrigerator	✓