



PRESS RELEASE

EARTH ALIVE CLEAN TECHNOLOGIES INVITED TO BUSINESS AND BIODIVERSITY FORUM AT THE 13TH CONFERENCE OF THE PARTIES (COP) OF THE CONVENTION ON BIOLOGICAL DIVERSITY IN CANCUN, MEXICO

Montreal, Quebec, Canada, October 19, 2016—Earth Alive Clean Technologies Inc. (CSE: EAC) (“Earth Alive” or the “Company”), a leading Canadian Clean-Tech company, developer and manufacturer of state-of-the-art microbial technology-based products for sustainable agriculture and mining, is pleased to announce that it has been formally invited to the 2016 Business and Biodiversity Forum on December 2–3 in Cancun, Mexico.

The 2016 Business and Biodiversity Forum welcomes Ministers from around the world, sector representatives, and world-renowned experts. Sustainability in the agriculture, forestry, fisheries and tourism sectors will be the focus of the meeting as they are the “biodiversity mainstreaming sectors” that will be highlighted throughout CBD COP13.

Furthermore, Earth Alive will participate in the CBD COP 13, which is the meeting of the highest governing body of the Convention on Biological Diversity. COP 13 will bring together representatives of 195 Countries, the European Union, intergovernmental organizations, businesses, civil society, indigenous peoples, local communities, and other key players in the implementation of the Strategic Plan for Biodiversity 2011–2020 and the Aichi Biodiversity Targets. Approximately 10,000 participants will attend over the two-week period in order to negotiate new decisions that will lay out the path for the next 4-year period (2017–2020).

“It is an honour for Earth Alive to be invited to this prestigious event,” stated David Gilmour, CEO of Earth Alive. “We are making a lot of headway into the Latin American and African agriculture markets, and this invitation is recognition of the solid difference that Earth Alive can make in the implementation of the objectives of the Convention on Biological Diversity”.

Mr. Frédéric Perron-Welch, Director of Sustainable Development for the company, further added that, “the agricultural sector focus at COP13 is particularly significant for us as it expresses recognition of the need for sustainable use of agricultural landscapes because of agriculture’s sizeable impact on biodiversity. Achieving sustainability in the agricultural sector will require improving farm productivity, crop diversity, integrating positive incentives to increase biodiversity in agricultural production, and reducing pollution. By halting and reversing negative impacts on ecosystems, farmers can improve yields while responding to climate-related challenges while protecting nature.”

Mr. Perron-Welch explained, “Our microbial technology, Soil Activator™, can help farmers and agribusiness sustainably increase yields naturally. Soil Activator has been tried, tested, and proven effective in environmentally challenging conditions in North America, Latin America, and Africa.”

He concluded by indicating that “attendance at CBD COP13 in Cancun will facilitate global, high-level dissemination of the benefits of Earth Alive’s Soil Activator technology particularly with global actors such as Ministers of the CBD Parties, international experts, heads of industry, and other relevant figures.”

About the 2016 Business and Biodiversity Forum:

The 2016 Business and Biodiversity Forum will take place in parallel to the Ministerial High Level Segment preceding CBD COP 13. Its purpose is to facilitate private sector discourse and the sharing of perspectives on biodiversity conservation, including the economic analysis and logic necessary to support business decision-making processes, investment opportunities and financing conditions, as well as best practices for the mainstreaming of biodiversity in specific sectors, and other relevant topics.

For additional information, please visit: cop13.mx/en/business-and-biodiversity-forum-2016/

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 the agriculture industry, and 2) dust control for the mining 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.

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.

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
(p) 514-814-2899

For investor relations, please contact:

Mr. Frédérick Chabot
(e) frederick@contactfinancial.com
(p) 438-863-7071