

PURE EARTH, INC. ANNOUNCES MOVING TO THE OVER THE COUNTER BULLETIN BOARD

Treose, PA. January 8, 2009 Pure Earth, Inc. announced that a Form 211 under Rule 15c2-11 submitted on their behalf was approved on December 24, 2008. As a result, Pure Earth, Inc. stock is now traded on Over The Counter Bulletin Board (OTC-BB) under the symbol 'PREA'.

Mark Alsentzer, President and CEO of Pure Earth, Inc. stated, "The move to the OTC-BB is part of our plan to enhance the company's awareness to the public at large and to promote stockholder value. We will continue to elevate Exchanges as the company matures and meets the higher standards required by these Exchanges."

Pure Earth, Inc. is publicly-traded (PREA) and headquartered in Treose, PA. Pure Earth, Inc. is a diversified environmental company that specializes in delivering innovative, green solutions, including specialized waste treatment, handling of contaminated soils and conversion of waste materials into usable products. In addition to its Treose, Pennsylvania headquarters, Pure Earth has operations in New York, New Jersey, Rhode Island and Connecticut. For more information, the web site is "www.pureearthinc.com."

Disclosures regarding forward looking statements:

Statements included in this press release that do not relate to present or historical conditions are called "forward-looking statements." Forward-looking statements may include, without limitation, statements relating to our plans, strategies, objectives, expectations and intentions. Words such as "believes," "forecasts," "intends," "possible," "estimates," "anticipates," "expects," "plans," "should," "could," "will," and similar expressions are intended to identify forward-looking statements.

Such forward-looking statements involve known and unknown risks and uncertainties and other factors that could cause actual results or outcomes to differ materially from those expressed in, or implied by, the forward-looking statements. Our ability to predict or project future results or the effect of events on our operating results is inherently uncertain. Many risks and uncertainties are inherent in the environmental services industry generally. Others are more specific to our operations. The occurrence of the events described, and the achievement of the expected results, depend on many events, some or all of which are predictable or within our control, but many of which are not in our control. Forward-looking statements should not be read as a guarantee of future performance or results, and will not necessarily be accurate indications of the times at, or by which, such performance or results will be achieved. Important factors that could cause actual performance or results to differ materially from those expressed in or implied by, forward-looking statements include, are outlined in the Form 10 submitted on November 4, 2008.

Forward-looking statements contained herein speak only as of the date of this press release. The Company assumes no obligation to update forward-looking statements to reflect actual results, changes in assumptions or changes in other factors affecting forward-looking information except to the extent required by applicable securities laws. If the Company updates one or more forward-looking statements, no inference should be drawn that the Company will make additional updates with respect thereto or with respect to other forward-looking statements.

Contact Information:

Mark S. Alsentzer, President and CEO
Pure Earth, Inc.
One Neshaminy Interplex, Suite 201
Treose, PA 19053
Phone 215-639-8755
Fax 215-639-8756