

# PURECHOICE

## PureChoice Appoints New President

February 11, 2010

PureChoice Chairman/CEO Bryan Reichel announced today that company COO, Kevin Kuhne, was promoted to the position of President/COO. "During Kevin's tenure with PureChoice, he has proven his leadership in all areas of the PureChoice business plan and has developed a keen sense of how to achieve major success in the 'software as a service' industry. Kevin's ability to hire, train, motivate and promote inside of our organization will prove invaluable as we deal with the anticipated rapid growth of our business model." Reichel, who has been PureChoice's only President since its inception in 1992, will remain as Chairman/CEO.

