OTCMarkets

OTCQB Certification

I, Peter C,. Wulff, CFO and COO of Pure Bioscience, Inc. ("the Company"), certify that:

a. The Company is registered with the SEC or exempt from SEC registration as indicated below (check one):
- ☒ Company is registered under Section 12g of the Exchange Act
- ☐ Company is relying on Exchange Act Rule 12g3-2(b)
- ☐ Company is a bank that reports to a Bank Regulator under Section 12(i) of the Exchange Act
- ☐ Company is a bank that is non-SEC reporting but is current in its reporting to a Banking Regulator
- ☐ Other (describe) ____

b. The Company is current in its reporting obligations as of the most recent fiscal year end and any subsequent quarters, and such information has been posted either on the SEC's EDGAR system or the OTC Disclosure & News Service, as applicable.

c. The Company Profile displayed on www.otcmarkets.com is current and complete as of October 28,2014 and includes the total shares outstanding, authorized, and in the public float as of that date.

d. The following is a complete list of attorney(s) and law firm(s) who advised or assisted in the preparation of the Company's most recent annual report, including in-house counsel: (If no attorney assisted in putting together the disclosure, indicate the person or persons who prepared the disclosure and their relationship to the company.)

Jeffrey Thacker Partner, DLA Piper, LLP
T +1 858.638.6728
M +1 760.403.8022
Email jeff.thacker@dlapiper.com

e. The following is a complete list of third party providers, including names and addresses, engaged by the Company, its officers, directors or controlling shareholders, during the period from the Company's prior fiscal year end to the date of this OTCQB Certification, to provide investor relations services, public relations services, or other related services to the Company including promotion of the Company or its securities:

Terri MacInnis | VP of Investor Relations
P: 818.379.8500 | terri@bibimac.com
Bibicoff + MacInnis, Inc.
18801 Ventura Blvd. Suite 312, Tarzana, CA 91356

f. Listed below are the names, legal addresses and % of shares owned by all Officers, Directors and Control Persons (control persons are beneficial owners of more than five percent (5%) of any class of the issuer's equity securities). If any of the beneficial shareholders are corporate shareholders, the name and address of the person(s) owning or controlling such corporate shareholders and the resident agents of the corporate shareholders must also be included.

Name	Address (City and State only)	% Shares Owned
Franchise Brands LLC David Worroll, Manager Fred Deluca, Owner Dr. Peter Buck, Owner	325 Bic Drive, Milford, CT 06464	13.4%
Tom Y. Lee Director	930 Hampton Road, Arcadia, CA 91006	6.8%
Dale Okuno Investor	35 North Arroyo Parkway, Suite 1, Pasadena, CA 91103	5.1%

OTC Markets

Dave Pfanzelter Chairman of the Board	2822 W. Princeville Court, Anthem, AZ 85086	1.9%
Peter C. Wulff Services CFO 7 COO	6642 Electric Avenue, La Jolla, CA 92037	1.3%
Henry R. Lambert CEO and Director	345 Edgefiled Lane, Lake Forest, IL, 60045	0.9%
Gary Cohee, Director	53 67th Place, Long Beach, CA 90803	1.0%
David M. Theno Director William Otis Director	4503 Sun Valley Road, Del Mar, CA 92014 525 East Chicago Street, Unit 602, Milwaukee, WI 53202	0.09% 0.06%

Date: 11.13.2014

Name of Certifying CEO or CFO: Peter C. Wulff

Title: `CFO and COO

Signature:
(Digital Signatures should appear as "/s/ [OFFICER NAME]")

