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EFOODSAFETY.COM, INC. SECURES NAME "PUREFFECT™" FOR NEW ANTI-ACNE PRODUCT

CK41 DIRECT, INC. RECONFIRMS INITIAL SALES PROJECTIONS COULD REACH \$200 MILLION

SCOTTSDALE, AZ – NOVEMBER 13, 2006 – eFoodSafety.com, Inc. (OTCBB: EFSF), dedicated to improving health conditions around the world through innovative products and technologies, and its joint-venture partner CK41 Direct, Inc. (<http://www.ck41.com/>), a firm engaged in the marketing, production, and distribution of infomercials, today announced that the trademarked name "PurEffect™" has been secured for the Company's previously announced anti-acne skin care system.

The trademarked name was purchased from Christine Valmy, Inc.

According to market research, 85% of the U.S. population between the ages of 12-25 years develops some form of acne and a total of 17 million Americans are currently plagued with acne. Skin problems are exceedingly common, resulting in American's spending close to \$4 billion each year for the treatment of psoriasis, eczema and acne.

Christine McDonald, CEO of CK41 Direct, Inc. stated, "We are excited to have commenced this exciting project with our partner eFoodSafety. Securing a recognizable trade name such as PurEffect™ is the first step in our roll-out and branding strategy for the product's forthcoming direct response campaign. Testimonials have been secured and production of the direct response campaign is currently underway, with an anticipated first quarter 2007 launch date. We are eager to introduce this product to market as our market studies further confirm that sales of PurEffect™ could reach our original projections of \$200 million domestically. We expect to announce our celebrity host and guest stars shortly."

About CK41 Direct, Inc.

CK41 Direct Inc. is a leading producer of direct response infomercial campaigns. CK41's fresh approach differs from conventional infomercial campaigns in that its 2-30 minute product "shows" will incorporate entertainment, rather than the stereotypical infomercials. This new strategy, infotainment, is an entertaining brand experience. Combining 50 years of expertise in network television and direct marketing know-how, the principals and directors of CK41 learned the direct response TV industry from the ground up. This trial by fire experience has taught CK41 Direct how conventional and unconventional marketing strategies can excel a direct response television campaign.

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