

MULTI-PURE RESPONDS TO AP REPORT ON DRUGS IN WATER, UPDATED MARCH 11, 2008

LAS VEGAS, NV, MARCH 10, 2008: The Water Quality Association (WQA) is backing Point of Use (POU) water filtration systems as the “best protection” for drinking water. In the wake of the recent Associated Press report on the widespread contamination of the nation’s drinking water supplies by pharmaceuticals, the WQA states that “filtering systems in the home provide the highest technology available for treatment of drinking water.”

The WQA also adds that “many (POU) technologies have proven effective for some of these emerging contaminants.” The WQA also mentions that activated carbon, the primary component of Multi-Pure’s carbon block filters, has “shown promise in removing many of these contaminants.” However, NSF International, the leading certifying body in the industry, does not have established test protocols for Page 2 pharmaceuticals; and the Environmental Protection Agency (EPA) has not established allowable limits for any over-the-counter or prescription drugs found in drinking water supplies. Multi-Pure, and all other drinking water treatment manufacturers cannot make any NSF certified claims to remove pharmaceuticals from water.

However, Multi-Pure can assure its customers that they use the industry’s most widely certified filter system on the market, which outperforms all other NSF Certified drinking water systems in terms of contaminant reduction. Multi-Pure has led the industry in introducing new technologies to address emerging contaminants found in our nation’s water supplies.

The AP report also cites bottled water as not being a safe alternative, as it is often processed and repackaged tap water. The AP report names reverse osmosis as being effective at removing “virtually all pharmaceutical contaminants,” but does not cite any test data to substantiate this claim. Since 1970 Multi-Pure International has been an industry leader in high performance drinking water filters for home or office.

Multi-Pure was the leading developer of carbon block water filters and was the first manufacturer to gain NSF Std. 53 certification for the reduction of many contaminants such as Lead, PCBs, Arsenic V, and Toxaphene. Multi-Pure is headquartered at the Las Vegas Technology Center in Las Vegas, Nevada.

MULTI-PURE RESPONDS TO AP REPORT ON DRUGS IN WATER

Las Vegas, NV, March 10, 2008-Multi-Pure International is responding to a report by the Associated Press (AP) regarding widespread contamination of public drinking water supplies by pharmaceutical drugs. Multi-Pure has been aware of the issue of these drugs making their way into public water supplies for several years.

However, NSF International, the leading certifying body in the industry, does not have established test protocols for pharmaceuticals; and the Environmental Protection Agency (EPA) has not established allowable limits for any over-the-counter or prescription drugs found in drinking water supplies. Multi-Pure, and all

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