



PRESS RELEASE

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Puralytics Named Finalist in Imagine H₂O Prize

Summary:

Puralytics has been named a finalist in the prestigious Imagine H₂O Prize for sustainable solutions to global water problems. Puralytics uses the latest advances in semiconductor and nanotechnology to solve the world's emerging water purification problems, with 100% water utilization, low energy, and environmentally sound products. This new process has demonstrated effectiveness eliminating organics, heavy metals, and pathogens from water.

January 14, 2010

Beaverton, Oregon, USA

Puralytics, an emerging leader in advanced water purification technology, announced it has been selected as a finalist in the first Imagine H₂O prize. This year's prize focuses on water efficiency, and Puralytics is able to remove contaminants from water without water loss and without generating a waste stream, which is common with other technologies.

[Imagine H₂O](#) is a non-profit organization founded in 2007 by a team of leading venture capital firms and financiers, water technology leaders and academics from Harvard Business School. The Imagine [H₂O Prize Competition](#) highlights new technology that can address critical water challenges. Puralytics was selected as a finalist because of their unique, chemical-free purification capability, and water savings of thousands of gallons per day.

“We are honored to be named a finalist in this prestigious global competition. Our new photo purification process is gaining world wide acclaim for innovation,” Mark Owen, Puralytics CEO.

Puralytics has developed a new photo purification technology for water which uses precise wavelength LEDs in conjunction with a fixed photocatalyst to effectively remove organic compounds, heavy metals, and pathogens from water. For more information on the Puralytics technology and products, please visit: <http://www.puralytics.com/html/home.php>. The Shield 500 is available for industrial and commercial applications, and the sunlight powered SolarBag for developing world and disaster relief applications will be available in early 2010.

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About Puralytics

Puralytics is an early stage company in Beaverton, Oregon, developing water purification products that effectively remove all of the emerging contaminants such as petrochemicals and pharmaceuticals, eliminate heavy metals like arsenic, lead, and mercury, and provide disinfection of bacteria, viruses, and other pathogens. These products have wide applicability for ultrapure and laboratory processes, well water purification, waste and grey water processing, and remote drinking water purification. Puralytics was also chosen by The Artemis Project as a Top 50 Global Water Technology Company competition winner, announced on Earth Day 2009.

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