PurePower! INCORPORATED

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PRESS RELEASE

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Pure Power! Awarded Third U.S. Patent for Cleanable and Reusable Filtration Devices

Pure Power! ® Incorporated (PPI), a globally recognized innovator in filtration technologies announced this week the issuance of their 3rd patent from the United States Patent and Trademark Office. Their most recent patent is for an O.E.M. Replacement Drop-in Cartridge Oil Filter for cars and trucks. PPI's newest patent also includes Drop-in Cartridge Filters for Fuel, Hydraulics and other applications.

"In reviewing PPI's US Patent #8,439,204; it appears to be the most comprehensive patent to date for cartridge-style cleanable and reusable filtration devices. The economical and performance benefits of this type of filter are impressive," stated Karl Dedolph, President of D3 Consulting. "From the environmental perspective, there certainly can be a significant reduction for the end-user in filter procurement costs, inventory carrying costs, and waste disposal costs."

"A good target audience for these filters are individuals and fleets that utilize the drop-in cartridge style full-flow filters in Class 1 through 8 work trucks. Those customers typically keep their vehicles for extended periods of time, have large numbers of PM's per year, are driven by environmental issues, and look for ways to reduce costs," added Fran Cyrus, President.

One of PPI's earlier US Patents is #7,413,089 for a Direct Spin-On OEM Replacement Lifetime Oil Filter™ for Big Block Chevys,

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For questions or to request a copy of the Power Point presented by Pure Power! at SAE International on "Advancement of Cleanable Filters" email info@gopurepower.com.
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pre-LS small block and various other engines such as the GM Duramax Diesel engine. The Direct O.E.M. replacement oil filters are available for more than 40,000 applications for Gasoline, Diesel, Foreign and Domestic engines including Alternative Fuels. Used worldwide in Auto, Light Truck, Heavy Duty Diesel Trucks, Marine, Motorcycle, Racing, RVs, Buses, Farm Mining, Military and Stationery Equipment. No modifications are required and installation of the filter takes only a few minutes.

Another PPI U.S. Patent is #7,597,202 for their Lifetime UniMount™ Remote Oil Filter that is designed to deliver the maximum flow of filtered oil where a remote location is necessary or desired for ease of access. The mounting bracket is engineered to be an integral part of the filter eliminating 90-degree turns made in other remote filters and incorporates a pressure port.

THE COMPANY Since, 1995 Pure Power! Incorporated has been a leader in pioneering Lifetime Filters and has received multiple U.S. Utility Patents for advanced filter technologies. Pure Power! manufactures more than 30,000 applications for all types of domestic and foreign engines and are presently being used around the world in autos, trucks, motorcycles, buses, racing, marine, off-road, mining, farming, generators, industrial and military equipment. Pure Power's spin-on, drop-in cartridge and unique remote filters are direct OEM replacements for oil, fuel, transmissions, hydraulics, coolant, and refrigeration units. Pure Power's lifetime filters are the ONLY cleanable/reusable oil filters proven to be so effective that they passed 3 years of stringent F.A.A. testing with flying colors and received an S.T.C. Pure Power! has won several major industrial and international awards for its achievements in design, innovation and performance. Among these awards is 1st Runner up at SEMA for Pickups, Vans, and SUVs. We proudly make our products solely in the U.S.A.

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