

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Pure Power! Lifetime Oil and Fuel Filters To Be Studied By ATA

At the 2012 American Trucking Association's Annual Technology & Maintenance Council Meeting, a Task Force was formed to study the advancements in cleanable and re-usable air, fuel, hydraulic, coolant & lube filters for Class 6, 7 and 8 vehicles. The TMC Task Force will submit a recommendation to their members and the trucking industry for final approval to become a Recommended Practice (RP).

"Pure Power is pleased to announce that it has been chosen to be included in this important study. We are committed to exceed the expectations of TMC's Task Force with Pure Power! Lifetime Filters for Oil, Fuel, Hydraulic, Coolant and other filters for Class 6, 7 and 8 trucks. Our ISO 9001:2008 Certification is validation that we are making every effort to fulfill this commitment, and motivates us to continually improve our processes, products and services." states CEO and President, Fran Cyrus.

Pure Power! is fully prepared to demonstrate the positive environmental impact of its Lifetime Filters, while enhancing the performance of the vehicle and proving quick ROI, making this a win, win, win for everyone. Pure Power! set out to achieve a truly LIFETIME filter that would last longer than the life of the engine and perform better than conventional "throw-away" filters. Independent lab tests at Southwest Research Institute and real world road tests for millions of trouble free miles on government vehicles prove Pure Power! Lifetime Filters have earned the title "Lifetime". Whether its gasoline, diesel, bio-diesel, veggie diesel, propane or CNG, Pure Power makes Lifetime Filters that increase performance, efficiency, economy and helps protect the environment.

- **Better Fuel Mileage due to reduction of internal engine drag**
- **Extended Oil Drain Intervals (with Oil Analysis) due to cleaner oil and no absorption of Additive Pak like other media**
- **Cooler Operating Temperatures due to increased oil flow**
- **Lower Emissions due to cleaner oil, cleaner engine**
- **Improved Debris Removal over "Throw-away" Filters, independent laboratory proven**
- **Reduced Toxic Waste, eliminates tons of toxic used filters**
- **Clean it and re-use it. Never throw it away. That's LIFETIME.™**

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. We have multiple U.S. Patents for O.E.M. Direct replacement spin-on, drop-in cartridge and unique remote filters for oil, fuel, transmissions, hydraulics, coolant, and refrigeration units. Pure Power's unique direct OE replacement lifetime filters are the ONLY cleanable/reusable oil filter proven to be so effective that it passed stringent F.A.A. Testing with flying colors. Pure Power! has won several major industrial and international awards for its achievements in design, innovation and performance. We proudly make our products solely in the U.S.A.

For more information please visit the company's website at www.GoPurePower.com

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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