

Pure Power! Lifetime Drop-in FUEL Filters for Ford 6.0L and 6.4L Powerstroke

Where Green meets Performance!!!



SEMA 2009 Booth #23821 Racing and Performance

Contact: Fran Cyrus, President
Pure Power! Incorporated
15751 Chemical Lane
Huntington Beach, CA 92649

Phone (714) 894-2994
Fax (714) 894-6344
www.gopurepower.com
fran@gopurepower.com

Huntington Beach, CA October 21, 2009

Pure Power! is proud to introduce its latest "Green PLUS Performance"™ Products at the 2009 SEMA New Products Showcase at the Las Vegas Convention Center November 2, 2009. Pure Power! also announced it recently received another U.S. Patent for Lifetime Filters.

Kelly Tidwell, designer and multiple patent holder was quoted as saying, "After winning a Runner-up in 2005 for SEMA Best New Pickup/SUV/Van Product for 2006 for the Oil Filter for the 6.0L and 6.4L Ford Pickup, we have had numerous requests to develop a cleanable re-usable Primary and Secondary fuel filters for this truck." This long awaited Pure Power! Lifetime Fuel Filter system's unique design significantly improves fuel/air efficiency resulting in improved fuel economy, improved horsepower, improved debris removal, cleaner injectors, lower emissions and no toxic disposal or disposal charges. Pure Power! customers that have purchased the Lifetime Oil Filter wanted the Lifetime Fuel Filters to put an end to the costly replacement of O.E.M. filters and problems inherent in paper type fuel filters.

Pure Power! Lifetime Oil Filters are Cleanable and Reusable and are made in three applications Direct Spin-on, Drop-in Cartridge or a very unique Remote model. Manufactured by Pure Power! in their facility in Huntington Beach, CA. Utilizing the most stringent testing standards, the Pure Power! Filters have been proven to significantly out perform and exceed all specifications for O.E.M. and after-market "throw-away" products. Made from premium certified materials such as Billet 6061 T6 Aluminum, Stainless Steel Filter Media, Mil-Spec Viton O-rings, Neodymium Magnets mean you should never have to buy another fuel filter again.

"One-pass" absolute fuel flow through Stainless Steel filter media provides atomization of the fuel for more efficient fuel/air ratio providing for better fuel economy and improved debris removal which keeps the injectors cleaner. Cleaner fuel means longer engine life and fewer engine repairs. Save money and the environment with lower emissions and less toxic disposal of used fuel filters. Diesel World Magazine actually found horsepower increase at the rear wheels of a GM Duramax Diesel Truck. Never buy another fuel filter again. Easy to clean with soap and water.

About Pure Power!

Pure Power! has been in the Oil/Fuel Filter business since 1995 and makes Direct Lifetime O.E.M. Replacement Oil, Fuel and some Transmission Filters fitting over 30,000 + Domestic, Foreign, gasoline, diesel, bio-diesel, Street, Racing, Trucks, Marine, Motorcycles, and

equipment. The ONLY cleanable oil filter to pass F.A.A. testing and receive an STC. Pure Power! Filters are used by World Champion Racing Legends on land, sea and air. Pure Power! has won multiple Awards for design, innovation and performance and has been used by commercial and government fleets for more than 10,000,000 trouble free miles.

SAVE Money, Equipment, Time and the Environment !!!