

PRESS RELEASE

FOR IMMEDIATE RELEASE

Tuesday, January 11, 2012

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Pure Power! Incorporated Achieves ISO 9001: 2008 Certification

Certification was awarded in recognition of Pure Power's compliance with quality process standards and effective quality management systems in the design and manufacture of lifetime filters and API licensed Motor Oils and high performance Lubricants.

"At Pure Power, we are committed to exceed our customer's expectations and that motivates us to continually improve our processes, products and services. The ISO Certification is validation that we are making every effort to fulfill this commitment," states CEO and President, Fran Cyrus.

"With a great deal of hard work, our dedicated team made the ISO 9001:2008 Certification possible. In the past six months, our company has achieved many major accomplishments. In addition to the ISO Certification, we received notice that our third patent had been approved and we were invited by SAE International (www.sae.org) to deliver a presentation on 'The Advancements of Cleanable Filters'. Even in this economy, 2012 is shaping up to be the most exciting and prosperous year ever."

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, compressors, industrial and military equipment.

Whether its gasoline, diesel, bio-diesel, veggie diesel, propane or compressed natural gas, Pure Power makes Lifetime Filters that increase performance, efficiency, economy and helps protect the environment. Improved fuel mileage, extended oil drain, lower emissions, engine lasts longer, drastically reduces toxic disposal. Just clean them and re-use them. Never throw them away.

Pure Power holds multiple U.S. Patents for O.E.M. Direct replacement spin-on, drop-in cartridge and unique remote filters for oil, fuel, transmissions, hydraulics, water, or refrigeration units. Pure Power's unique direct OE replacement oil 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 industry and international awards for its achievements in design, innovation and performance. We proudly make our products solely in the U.S.A.

<p>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. Pure Power! Incorporated 15751 Chemical Lane Huntington Beach, CA 92649 800-750-0827</p>
