

# PRESS RELEASE

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FOR IMMEDIATE RELEASE

Thursday, November 2, 2012

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## Pure Power! Lifetime Filters Selected as the Official Oil Filter for NADM

“Pure Power is pleased to announce that it has been chosen as the Official Oil Filter for the National Association of Diesel Motorsports.” states CEO and President, Fran Cyrus.

NADM is defining diesel motorsports in all activities surrounding diesel engines in a performance competition sled pulling, drag racing, dyno or mud bugging. Being an SFI approved sanctioning body gives credibility and safety guidelines to many different groups for their competitions. The National Association of Diesel Motorsports is the only SFI Sanctioning body for diesel motorsports. Diesel Motorsports held over 60 events last year in every section of the country throughout the year featuring over 5 classes in drag racing and sled pulling. For more information on NADM contact Ron Knoch or Gene Mohney at [www.DieselMotorsports.com](http://www.DieselMotorsports.com)

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 light to heavy duty 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 and our natural resources.

- **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. 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 1<sup>st</sup> Runner up at SEMA for Pickups, Vans, and SUVs. We proudly make our products solely

For more information please visit the company’s website at [www.GoPurePower.com](http://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](mailto:info@gopurepower.com).

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— Competition Proven Technology —

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in the U.S.A.

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