

## PRESS RELEASE

FOR IMMEDIATE RELEASE

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### Pure Power! Lifetime Filter New Products Release for 2012 at SEMA

This year's entries are:

- **BILLET FUEL FILTER TOP FOR FORD 7.3 POWERSTROKE DIESEL TRUCK ENGINE**
- **SPRINTER DROP-IN CARTRIDGE LIFETIME OIL FILTER**
- **MERCEDES DIESEL DROP-IN CARTRIDGE LIFETIME OIL FILTER**

"Pure Power! Incorporated introduced the original billet and stainless steel cleanable oil filter in 1995 and has lead the way in advanced filtration ever since. We are committed to expanding our product line to meet our customer's requests and expectations. This year is no exception. We have won New Product Awards at SEMA in the past and have high hopes of being in the Winner's Circle this year." States SVP of Engineering, Mr. Kelly Tidwell.

"This has been a great year for Pure Power! Incorporated. In September, we were invited to SAE INTERNATIONAL Headquarters near Chicago to deliver a presentation on 'Advancement of Cleanable Filters' and we are working diligently at our facility in Huntington Beach to complete our ISO 9001:2008 Certification by the end of this year," states Fran Cyrus, CEO and President.

- **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 medias**
- **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.™**

Did you know there were 4 Exxon Valdez size oil spills in America last year, .....and the year before that, and the year before that.....11 ounces at a time. The EPA estimates as many as 700 million used oil filters are disposed of annually accounting for almost 2 Billion pounds of highly toxic used oil and solids reaching undocumented disposal sites, landfills, lakes, rivers and oceans each year in the U.S.A. Used Engine Oil can be highly toxic and carcinogenic. It often contains Colbalt, Lead, Antimony, Nickel even Uranium and other toxic combustion by-products. Most states are now implementing new laws to dispose of used oil filters.

**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, etc. 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 industrial and international awards for its achievements in design, innovation and performance. We proudly make our products solely in the

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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	<p>For more information please visit the company's website at <a href="http://www.GoPurePower.com">www.GoPurePower.com</a> For questions or to request a copy of the Power Point presented by Pure Power! at SAE International on "Advancement of Cleanable Filters" email <a href="mailto:info@gopurepower.com">info@gopurepower.com</a>. Pure Power! Incorporated 15751 Chemical Lane Huntington Beach, CA 92649 800-750-0827</p>
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