

PRESS RELEASE

FOR IMMEDIATE RELEASE

Tuesday, September 17, 2011

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Pure Power! Incorporated Presents at SAE International

Pure Power! Incorporated accepted an invitation to present its products at SAE International Headquarters on the subject of "Advancement in Cleanable Filters". Doug Dwyer, Director of Marketing and Sales, made the presentation on behalf of Pure Power!

"Pure Power! has advanced cleanable, reusable oil and fuel filters to the next level....LIFETIME FILTERS. We are improving the environment by manufacturing more efficient filters that will last the lifetime of the engine and beyond. This has the potential of eliminating tons of toxic waste disposal from used filters." states Fran Cyrus, CEO and President.

Example of a LIFETIME OIL FILTER: The City of Westminster, CA has used the same Pure Power! Lifetime Oil Filters with the same stainless steel elements and O-rings for more than 11 years. They used them for 4 years on a new fleet of Crown Victoria Patrol Cars, then changed them to a second new fleet of Crown Victorias and after another 4 years put them on a fleet of Dodge Chargers that was 3 years ago. Just clean it and re-use it. Never throw it away. THAT'S LIFETIME!!

- **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**
- **Lower Emissions**
- **Improved Debris Removal over "Throw-away" Filters**
- **Reduced Toxic Waste**

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, compressors, 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,. 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 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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