



## PRESS RELEASE

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### **Puralytics Named 2011's Top 50 Water Company**

**May 19, 2011**

Puralytics, a manufacturer of advanced water treatment products for the \$3.2B distributed purification market, has been selected by the Artemis Project as one of the most innovative water technology companies. The Top 50 awards were announced at the Ontario (Canada) H2O Global Water leadership Summit on May 17, 2011.

Puralytics' products and technology have won other prestigious awards in recent months, including the National Prize in the 2010 Cleantech Open, the "Water Investment Idol" award at the American Water Summit 2010 Conference in Washington DC, and the 2011 Imagine H<sub>2</sub>O Finalist award.

May 19, 2011

Beaverton, Oregon, USA

Puralytics, an emerging leader in advanced water purification technology for onsite treatment of critical health and environmental contaminants, was selected by a panel of industry experts for their application of technology to address today's dire water challenges. Since 2009, the Artemis Project Top 50 has served as a primary resource on the most promising emerging water technology solutions for investors, water equipment and chemical companies, and prospective customers.

"The Artemis Top 50 is the water industry's benchmark for recognizing innovation that will matter. It identifies the entrepreneurs that are applying technology to meet the world's water challenges," noted Laura Shenkar, principal at The Artemis Project. "Water tech is quickly becoming an engine for economic development and job growth. With these awards, we strive to identify the companies offering the most promising technologies coming onto the market."

"The Artemis Project recognition provides additional validation of the Puralytics' technology as a solution to critical water purification needs," commented Mark Owen, CEO and founder of Puralytics. "The water challenges of the 21<sup>st</sup> century will be solved with new solutions capable of treating the rapidly emerging organic contaminants."

Puralytics products include the SolarBag Water Purifier that will be debuted at the upcoming Aid & International Development Forum in Washington, D.C., June 8 & 9, 2011. (<http://www.aidforumonline.org/>). This unique product uses the power of nanotechnology to treat all of the health related contaminants in water, including herbicides, pesticides, and petrochemicals.

The second product family includes the Shield 500, which uses LEDs, advanced optics, and nanotechnology to treat incoming or waste water for onsite applications. The environmental



benefits include 100% water utilization, zero chemical usage, no contaminated filters or membranes, and low energy consumption.

### **About Puralytics**

Puralytics is an early stage company in Beaverton, Oregon, which has developed photochemical water purification products designed for the critical contaminants such as petrochemicals and pharmaceuticals, and also eliminate heavy metals like arsenic, lead, and mercury, and provide disinfection of bacteria, viruses, and other pathogens. Their products set new standards for sustainability and environmental protection. For more information on the company or technology, please visit <http://www.puralytics.com/html/home.php>.

### **About the Artemis Project**

The Artemis Project™ is a boutique consulting practice dedicated to helping companies thrive in a world of increasing water scarcity. We operate at the intersection of corporate strategy, advanced technology, investment and policy. We work with global corporations to achieve a sustainable competitive advantage through operational excellence in water management and assist advanced water technology companies in maximizing the value they bring to their customers. For more information visit: [www.theartemisproject.com](http://www.theartemisproject.com).

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“Cleantech Open” “Imagine H<sub>2</sub>O”