



## Puralytics Competes for Cleantech Open's 2010 National Prize

Pioneer of environmentally friendly photochemical technology purifies water, removing petrochemicals and pharmaceuticals.

**BEAVERTON, Oregon, November 9, 2010:** Offering fundamentally new process technology for water purification, Oregon-based [Puralytics](#) has won a coveted spot as a finalist in the [Cleantech Open 2010](#) business competition. Puralytics, along with 17 other promising cleantech startups, will now compete for the grand prize at the [Cleantech Open National Awards Gala and Expo](#), to be held in San Jose on November 17.

Unlike most current water purification technologies, which can create known health risks or return all of the sequestered contaminants back to the environment, Puralytics uses light (either from LEDs or direct sunlight) to create processes that totally remove contaminants from the environment without any wastewater or chemicals. Initially targeting industrial and commercial facilities, Puralytics aims to expand to provide a solution for water treatment in small communities and remote areas.

"Puralytics solves a critical environmental problem with an environmentally superior solution," stated Byron McCann, regional co-director of Cleantech Open's Pacific Northwest Region. "Puralytics epitomizes the innovative and ambitious clean technology entrepreneurs in the Cleantech Open community; they combine great ideas with business savvy."

Designed to deal with critical contaminants like petrochemicals and pharmaceuticals, Puralytics' water purification systems also eliminate heavy metals like arsenic, lead, and mercury, and provide disinfection of bacteria, viruses, and other pathogens. Puralytics' system destroys contaminants, rather than diverting them into a reverse-osmosis waste stream, which can require 60 to 80 percent of the water. In addition, Puralytics' system needs no harsh cleaning chemicals and operates unattended for years, resulting in a 60 to 70 percent cost savings and conserving hundreds of thousands of gallons of water per year, per system.

"Being selected as a finalist in the Cleantech Open catapults Puralytics into a very vibrant community of cleantech investors and business leaders," stated Mark Owen, CEO of Puralytics. "We are very proud to be competing for the national prize and eagerly anticipate the opportunity to demonstrate the very real difference we can make to solving the world's water supply problems."

### **ABOUT PURALYTICS**

Puralytics is an early-stage company located in Beaverton, Oregon, which has developed photochemical water purification products designed for critical contaminants such as petrochemical and pharmaceuticals. The company's products set new standards for sustainability and environmental protection. Puralytics is a finalist in the 2010 Cleantech Open business competition, was chosen by The Artemis Project as a 2009 Top 50 Global Water Technology competition winner, and selected as a finalist in the 2010 Imagine H<sub>2</sub>O Prize. For more information, see [www.puralytics.com](http://www.puralytics.com).



The 2010 Cleantech Open competition offers more than \$1 million in total prizes and aims to create 100,000 green-collar jobs in America by the end of 2015 with its “100K Jobs Challenge.” Currently, 22 states participate in the Cleantech Open program, and over 30 states are expected to contribute companies to the program in 2011.

#### **CLEANTECH OPEN SPONSORS**

The Cleantech Open is made possible by the generous support provided by Global Partner: Chevron; Global Foundation Partner: Ewing Marion Kauffman Foundation; National Sponsor: Autodesk; Multi-Regional Gold Sponsor: Wells Fargo. The California region is additionally supported by Platinum Sponsors: Pacific Gas & Electric and Wilson Sonsini Goodrich and Rosati. The North Central and Rocky Mountain regions are additionally sponsored by Platinum Sponsor Faegre & Benson. The Pacific Northwest region is additionally sponsored by Platinum Sponsor Wilson Sonsini Goodrich & Rosati.

#### **ABOUT THE CLEANTECH OPEN**

In March of this year, 271 teams across five regions submitted entries and were selected to compete in the 2010 Cleantech Open. 81 of those teams made it to the semifinals, with 18 now in the running at this year’s finals. Each of these regional finalists receives a prize package worth \$30,000 in cash/investment and services. One company from each region is also named the regional winner and receives an additional \$10,000 in cash/investment and services. The national winner receives a \$250,000 prize package of investment and additional services.

The Cleantech Open is the world’s largest cleantech business competition. Its mission is to find, fund and foster entrepreneurs with big ideas that address today’s most urgent energy, environmental and economic challenges. The program provides the infrastructure, expertise and strategic relationships to turn ideas into successful global cleantech companies. Since 2006, through its one-of-a-kind annual business competition and mentorship program, the Cleantech Open has helped hundreds of clean technology startups bring their breakthrough ideas to fruition, helping alumni contestants raise over \$280M and creating an estimated 2,000 green collar jobs. Fueled by a network of more than 750 volunteers and sponsors, the Cleantech Open unites the public and private sectors in a shared vision for making America’s cleantech sector a thriving economic engine. Cleantech Open [website](#) • [blog](#) • [Facebook](#) • [LinkedIn](#) • [Twitter](#): [@cleantechopen](#).

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