



## Reliance Products and Procter & Gamble Unveil New Water Purification Product in the United States

WINNIPEG, Manitoba, July 12 /PRNewswire/ -- Reliance Products LP, one of the world's largest providers of outdoor hydration and sanitation products, announced it has developed an alliance with The Procter & Gamble Company (NYSE: **PG**), the developer of a new water purification technology.

Reliance Products will be the exclusive United States distributor of P&G's PUR(TM) Purifier of Water product, a powdered water clarification and disinfectant that comes in small, affordable, and easy-to-use packets. The product is designed for outdoor recreation and emergency preparedness use. Reliance will retail both PUR Purifier of Water packets and a convenient mixing container kit.

"Partnering with P&G gives our clients access to cutting edge water treatment technology," said Reliance Products' CEO Charles Schiele. "Our specialized container knowledge combined with P&G's technical, marketing, and research expertise allows us to deliver a new, innovative product for clean drinking water for outdoor activities and emergency needs."

Using some of the same ingredients used in municipal water systems, PUR Purifier of Water is engineered to be a mini-water treatment plant in a packet. The product removes dirt, cysts, and pollutants, and kills bacteria and viruses in contaminated water. By removing the dirt and sediment through a flocculation process, PUR Purifier of Water gives a visible signal that water is clean and ready to drink.

"The PUR Purifier of Water packets have been used in more than 30 countries to provide water during emergency situations, and ongoing programs are in 12 countries," said Greg Allgood, Ph.D., Director, Children's Safe Drinking Water program at P&G. "P&G provides these packets at cost, not-for-profit to humanitarian groups for use in the developing world. Any profits to P&G from sales of the packets in the United States will be used to support efforts to provide the PUR packets in the developing world."

P&G established the Children's Safe Drinking Water program in 2003. Since its start-up, the program has provided over 650 million liters of clean drinking water to people in developing nations with PUR Purifier of Water. The product has been proven to purify and cleanse water in some of the harshest conditions imaginable including during the southeast Asia tsunami, the Pakistan and Indonesian earthquakes, and floods in India, Bangladesh, Haiti, Kenya, and Ethiopia.

A portion of Reliance's proceeds from sale of PUR Purifier of Water in the United States will support the Children's Safe Drinking Water program.

About Reliance Products LP

Reliance Products LP is one of the largest rigid and collapsible container companies in the world, servicing the chemical and food markets since the 1960's. Reliance currently is the largest supplier of environmentally friendly, reusable, water containers for the consumer

market. With distribution through the largest stores, mass merchants and specialty outdoor retailers, Reliance products are available in most communities in North America. Reliance enjoys global distribution and has been a supplier to international relief organizations for years. Additional information about Reliance Products is available at

<http://relianceproducts.com/>.

#### About P&G

Three billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands. The P&G community consists of over 135,000 employees working in more than 80 countries worldwide. <http://www.pg.com>  
P&G is committed to improving life for children in need, ages 0-13, through its global corporate cause, Live, Learn and Thrive, and its Children's Safe Drinking Water program. <http://www.csdw.org>

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