

PUR™ Purifier of Water

Product Statements and Information

August 9th, 2007

PUR™ Purifier of Water

Removes Dirt, Cysts, Pollutants Kills Viruses, Bacteria

- Maintains pure fresh taste.
- Engineered to be a mini water treatment plant in a packet.
- A new water treatment product that uses some of the same ingredients used in municipal water systems.
- Provides 24 hour protection of drinking water.
- Simple to use. Water is ready to drink after 30 minutes.

Contains a combination of flocculating and coagulating agents which promote rapid formation of a sediment in the treated water.

Pollutants in the form of gross organic matter and microscopic particles adhere to the sediment by the action of the flocculating and coagulating agents.

Ensures clean and fresh tasting drinking water for your family's outdoor and emergency needs.

Everyone should be prepared whether exploring the outdoors, camping, or making emergency preparedness plans. Your emergency preparation kit should include one gallon of water per person, per day for at least three days, for drinking and sanitation. Purified water for drinking and sanitation purposes is an important element of being prepared.

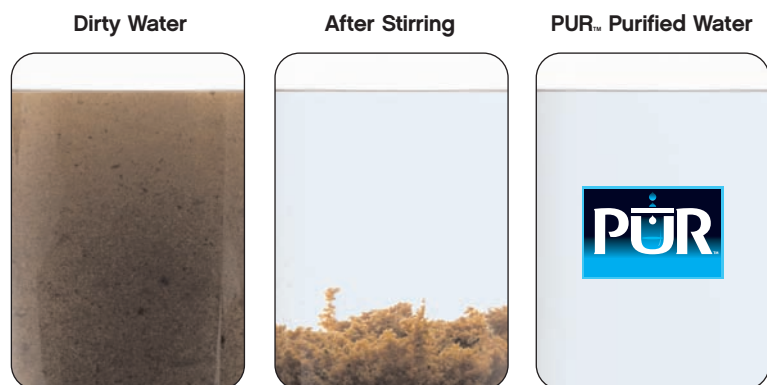
Perfect For Use In:

- Camping
- Hiking
- Backpacking
- International Travel
- Fishing
- Hunting
- Emergency Situations
- Natural Disasters

Active Ingredient:

Calcium Hypochlorite: 0.542%
Other Ingredients: 99.458%
Total: 100%
2.168 ppm Available Chlorine

EPA Reg. No. 3573-90-37726
EPA Est. No. 37726-CAN-001

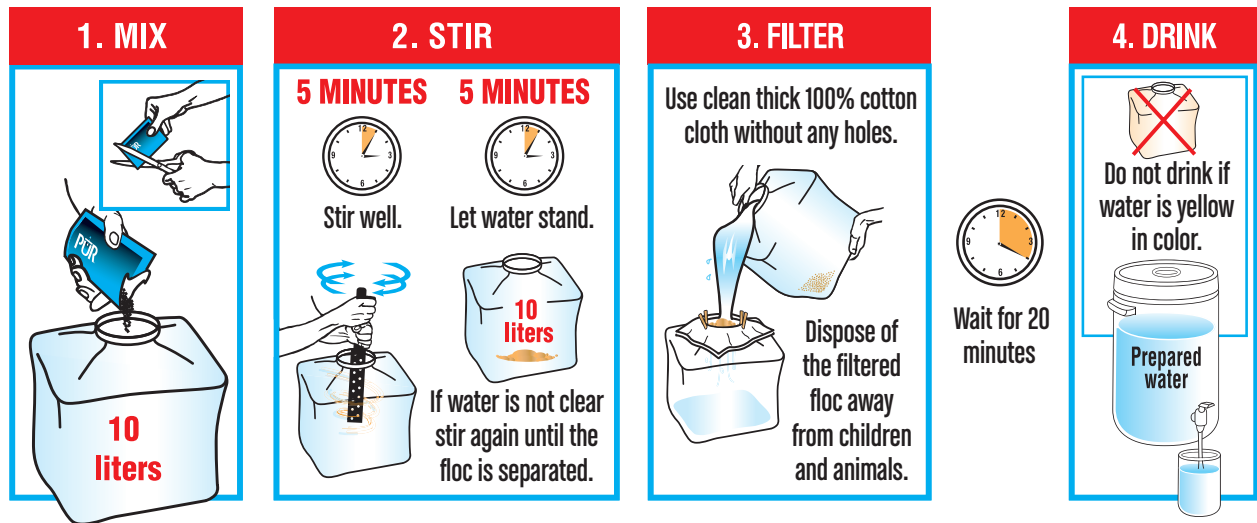


RELIANCE

WATERWORKS. PEOPLE MATTER.



PUR is a registered trademark of P&G.



PUR™ Purifier of Water

Includes:

- Six Packets of 4g (0.14 oz)
Each packet treats 2.5 gallons/10 liters of water.
For a total of 15 gallons/60 liters of water.
- Cotton Filter Cloth

Retail (MSRP) \$14.99



PUR™ Clean Drinking Water Kit

This kit is specifically designed to be used with and includes three packets of PUR™ Purifier of Water product.

Includes:

- Mixing Container
- Storage Container
- Stirring Wand
- Cotton Filter Cloth
- Packet Opener
- 3 PUR™ Purifier of Water Packets

Retail (MSRP) \$28.99

