



## News Release

FOR IMMEDIATE RELEASE

### **NEW WATER PURIFICATION PRODUCT FROM RELIANCE PRODUCTS AND PROCTER & GAMBLE AVAILABLE IN THE UNITED STATES IN 2007.**

WINNIPEG, Manitoba, August 9, 2007 – A new water purification technology was launched today by Reliance Products LP, one of the world's largest providers of outdoor hydration and sanitation products, and The Procter & Gamble Company (NYSE: PG). The new product, designed for outdoor recreation and emergency preparedness use, will be available in stores starting late 2007.

Reliance Products will be the exclusive United States distributor of P&G's PUR™ Purifier of Water product, a powdered water clarification and disinfectant that comes in small, affordable, and easy-to-use packets. Reliance will retail both PUR Purifier of Water packets and a convenient mixing container kit. Pricing starts at \$28.99 for water treatment kits.

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. PUR Purifier of Water is simple to use, maintains a pure fresh taste, and is ready to drink after 30 minutes.

"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.

Working together, P&G and Reliance Products will contribute to the Children's Safe Drinking Water with every PUR Purifier of Water product purchased. 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. For every PUR Purifier of Water product purchased in the US or Canada, Reliance Products will donate sufficient PUR packets to provide clean drinking water for a child for a day. One purchase equals clean water for one child for a day via a donation to PSI.

### **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. [www.pg.com](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. The Children's Safe Drinking Water program ([www.csdw.org](http://www.csdw.org)) is the signature program for P&G Live, Learn and Thrive™.

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