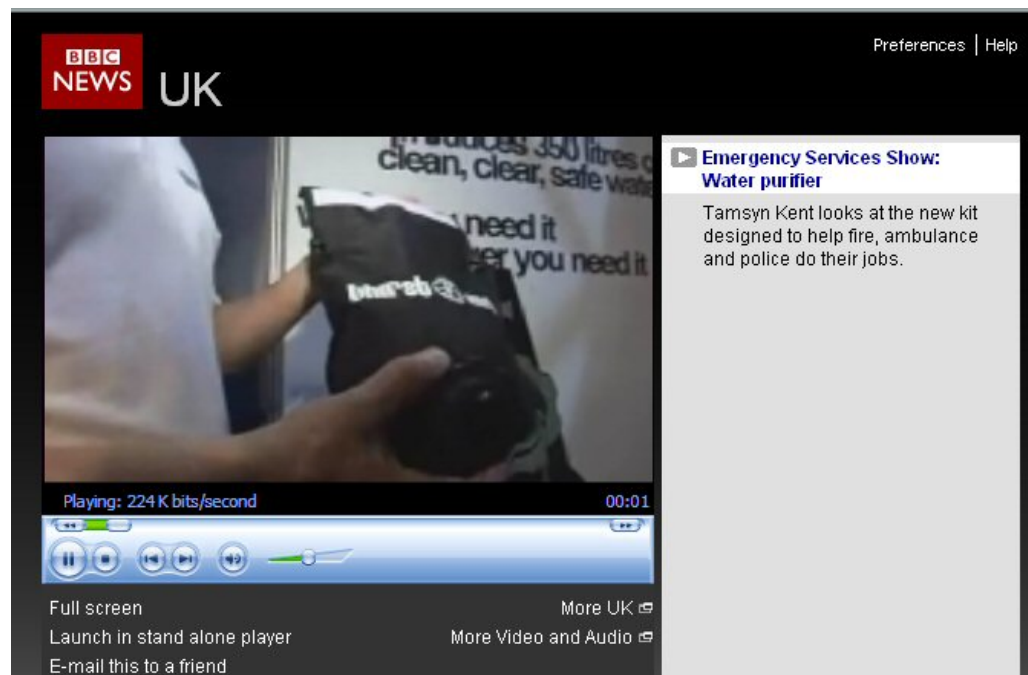


PRESS RELEASE

Date: 6 December 2007

Success is in the bag for Thirst Aid



The Thirst Aid bag, launched at the emergency services show 2007, Stonleigh Park, Coventry, has proven to be one of the major highlights of the popular event.

The bag has wowed representatives from various emergency and aid organisations that attended the show this year and even caught the eye of the BBC, who ran a news piece on the product.

Jon Grant, Managing director of Pure Hydration and creator of the Thirst Aid bag, was delighted with the outcome of the show and the interest of the emergency response committee as well as the media.

“It’s really great to know that the media are taking an interest in our products. Hardly a week goes by without hearing of an occurrence of life threatening flooding happening somewhere in the world and with severe floods across the UK this year the issues surrounding hydration and purification have become a major concern. After all, floods are one of the few natural disasters that affect this country so we should always be properly prepared to respond to them. The Thirst Aid Bag could be a key element to that response.”

The interview can be seen at:

http://www.bwtechnologies.com/thirst_aid_bbc.html

Pure Hydration

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Notes for editors:

- 1. The Thirst Aid Bag acts as a powerful water purification system: even when filled with potentially dangerous contaminated water. Using the same filtration technology of the Aquapure Traveller (also by Pure Hydration) it produces clean, clear safe drinking water anywhere in the world.*
- 2. The Thirst Aid bag is highly cost effective as the filter purifies a 350 litres of water – the equivalent of 700 x 500ml plastic water bottles. The logistics of delivering that volume of water to where it is needed, means that the Thirst Aid Bag provides a unique solution to the problem of producing safe water.*
- 3. Being the only portable water purifier to be officially endorsed by the Hospital for Tropical Diseases London and being approved for use by the UK MOD, Pure Hydration's filters have been quality tested to the extreme limits and meet all criteria for EPA [Environmental Protection Agency] and NSF [National Sanitation Foundation] testing protocols for water filters and purifiers.*
- 4. Pure Hydration, based in Farnham, Surrey, has its roots in a company called Thirstpoint, launched in 1993 to provide hot and cold water machines. In 1995, BW Technologies was born to look into water purification products, and was later renamed Pure Hydration. The company has released portable water purification products, including the 'aqua pure traveller' and 'aquasaks', which are used by the military.*
- 5. Having produced their first portable filter back in 1995, the company is very experienced in creating filtration devices and their customers include the UK MOD and various aid organisations, as well as their rapidly expanding retail market.*
- 6. To find out more about the Emergency Services Show go to:
www.theemergencyservicesshow2007.com*

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