

Contact: Marketing
Multi-Pure Intl.
Phone: (800) 622-9206

7251 Cathedral Rock Dr.
Las Vegas, NV 89128
www.multipure.com

MULTI-PURE INTERNATIONAL



PRESS RELEASE

Multi-Pure Products Effective at Reducing Levels of Chromium VI in Water
New report of contaminant's widespread presence raises public drinking water concern.

Las Vegas, NV, December 21, 2010: Millions of Americans are at potential risk from Chromium VI contamination in their drinking water. Homeowners can protect themselves from the contaminant with a Multi-Pure drinking water system. New reports from the *Washington Post* and the *Environmental Working Group (EWG)* indicate the suspected carcinogen is more widespread than previously thought – appearing in the drinking water of 31 major cities across the US. Chromium six (Cr (VI), hexavalent chromium) is a metal species that is capable of causing cancers in laboratory animals and is considered by the US Environmental Protection Agency (EPA) a likely a human carcinogen. Multi-Pure International is the manufacturer of home drinking water systems which are certified by NSF International to reduce levels of hexavalent chromium.

Cities found to have the highest concentrations of hexavalent chromium are Riverside, CA, Norman, OK, and Honolulu, HI. The full list of cities where the contaminant has been detected can be found in the EWG report at www.EWG.org.

Despite mounting evidence of its toxic effects, the EPA has not set a legal limit for hexavalent chromium in tap water nationally and does not require water utilities to test for it. According to the *Post*, the state of California has taken the first steps in limiting the amount of the contaminant in drinking water by proposing a “public health goal” for safe levels of 0.06 parts per billion (ppb). Some industry experts indicate this level may be unrealistically low, citing limitations of the EPA’s analytical methods in detecting such low concentrations.

Multi-Pure’s models MP750PlusRO and CBTPlusRO are certified by NSF International to reduce levels of hexavalent chromium by up to 91.3%. Multi-Pure’s Director of Laboratory Services, Andrew Fenwick, PhD, says the company is working diligently on more solutions, “Multi-Pure will continue to be on the forefront of this issue, working to develop, quantify, and certify the performance of our products as standards for Cr (VI) evolve.”

Multi-Pure International is a leader in the drinking water industry. Celebrating 40 years in business in 2010, the company manufactures and distributes drinking water systems and components from Las Vegas, NV.

FOR RELEASE 9 A.M. PST, DECEMBER 21, 2010