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KINETICO WATER TREATMENT SYSTEMS CAN REDUCE TRACE PHARMACEUTICALS IN DRINKING WATER

NEWBURY, Ohio, (March 18, 2008)—Consumers who are concerned about the effects of trace pharmaceuticals can rest easier knowing that Kinetico’s drinking water treatment systems with Reverse Osmosis (RO) can reduce the amount of trace pharmaceuticals in drinking water.*

A recent CBS Evening News segment listed 26 trace pharmaceuticals found in United States drinking water supplies. These pharmaceuticals include:

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|---------------|-------------------|-------------|------------------|
| Acetaminophen | Clofibric Acid | Estradiol | Prednisone |
| Amoxicillin | Codeine | Estrone | Roxithromycin |
| Azithromycin | Cotinine | Fluoxetine | Sulfamethoxazole |
| Caffeine | Dehydronifedipine | Ibuprofen | Sulfathiazole |
| Carbadox | Diclofenac | Meprobamate | Tetracycline |
| Carbamazepine | Diphenhydramine | Naproxen | Tylosin |
| | | Phenytoin | Virginiamycin |

While no water treatment system can claim to eliminate all trace pharmaceuticals in drinking water, Kinetico drinking water systems with Reverse Osmosis technology are capable of reducing molecular compounds larger than 100 g/mol.

“ Kinetico’s combined water treatment technologies are among the best solutions on the market,” says Shamus Hurley, president of Kinetico Incorporated. RO filtration paired with Kinetico’s additional patented contaminant reducing treatments, including the MACguard® filter, offer even greater protection and help consumers achieve a higher level of protection than RO alone.

Editor’s Note: Supporting documents available for review; contact ntowne@hiebing.com to obtain.

About Kinetico Incorporated

Headquartered in Newbury, Ohio, USA, Kinetico is a leading manufacturer of water treatment systems. An extensive network of Kinetico dealers serving residential and light commercial customers has helped more than a million people in nearly 100 countries experience the benefits of better water. Since 1970, Kinetico has prided itself on creating unique water treatment systems that serve customers in an expanding variety of residential, commercial, industrial and municipal applications. The company also has offices and facilities in the United Kingdom, Canada, France and Denmark. Further information is available at www.kinetico.com.

*“Fate of pharmaceuticals during indirect potable reuse,” *BioInfoBank Institute*, <http://lib.bioinfo.pl/pmid:12227606>, retrieved March 13, 2008.
*“ITG Subject: Reverse Osmosis,” *Food and Drug Administration*, http://www.fda.gov/ora/inspect_reflit/itg36.html, retrieved March 13, 2008.