

FOR IMMEDIATE RELEASE

LIFESAVER® hydrocarry™ – World's First Ultra Filtration Hydration Pack to Remove all Waterborne Pathogens Instantly



LIFESAVER systems
Ipswich, Suffolk, UK

Designed specifically for the dismounted soldier, the LIFESAVER® hydrocarry™ UF is the world's first hydration pack to incorporate LIFESAVER's famous ultra filtration technology which removes all waterborne pathogens creating safe sterile drinking water for the soldier - fast

Washington, USA, October 4th 2008 /LIFESAVER systems/ -- building on the success of their award winning LIFESAVER bottle, LIFESAVER systems introduces the LIFESAVER hydrocarry UF, the next generation in hydration systems. Launching to the military at AUSA, Washington, USA, (stand 1860, UK Pavilion) the LIFESAVER hydrocarry with its 6000 litre capacity uses advanced ultra filtration technology to remove bacteria, viruses, cysts, parasites, fungi and all other waterborne pathogens without the use of chemicals. It also incorporates Chillwick™ technology which, by using the principles of evaporation, draws heat from the water in the storage bladder and drinking tube, delivering cooler water to the soldier. The integrated Dualpump™ has two functions. As well as pressurising the system to pass water through the filtration process, it also offers the soldier the significant tactical advantage of being able to fill the Hydrocarry UF from any water source, without having to remove it from his back. This speeds up the time taken in obtaining water and reduces the vulnerability of the soldier to enemy interdiction. With FAILSAFE technology protecting the soldier from drinking contaminated water and other innovative technologies such as a it's leak proof Bulldog™ bite valve that incorporates a cooling spray, the LIFESAVER Hydrocarry UF leaves other hydration packs behind. The novel design is protected by a number of US, UK and International patent, trademark and registered design applications.

LIFESAVER systems launch their latest innovation- The LIFESAVER Hydrocarry UF. Designed specifically for the dismounted soldier the Hydrocarry UF is the world's first hydration pack to incorporate LIFESAVER's famous ultra filtration technology which removes bacteria, viruses, cysts, parasites, fungi and all other microbiological waterborne pathogens without using chemicals like iodine or chlorine which leave a distinctive foul taste. The LIFESAVER hydrocarry UF produces filtered sterile drinking water quickly and easily. It incorporates LIFESAVER systems' unique FAILSAFE technology which shuts the system off upon expiry, preventing contaminated water from being drunk by the user. It also incorporates Chillwick™ technology which helps to cool the water down in hot conditions. The integrated Dualpump has two functions. It pressurizes the hydrocarry forcing water through the filtration system to sterilize it and it draws water from any source up into the Hydrocarry negating the need for the soldier to remove it from his back.

"With LIFESAVER hydrocarry UF there is no need for tablets, boiling, chemicals, shaking, scrubbing, waiting or effort. It produces clean, sterile drinking water without using chemicals. LIFESAVER hydrocarry UF fills a critical gap in the current hydration pack market and further demonstrates LIFESAVER systems' ability to lead in this field" said Michael W. Pritchard M.W.M.Soc, Inventor & CEO - LIFESAVER systems. "With supply routes constantly under threat, the ability of a soldier or marine to scavenge water from local sources will deliver a significant advantage to our troops in the field."

With nothing similar on the market today the LIFESAVER hydrocarry UF further extends LIFESAVER systems' lead in personal water filtration.

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Background info

The LIFESAVER hydrocarry UF was invented and developed in the UK by Michael W. Pritchard M.W.M.Soc, the inventor of the original LIFESAVER bottle. He developed LIFESAVER bottle after seeing the tragic waste of life and serious problems caused by the lack of safe drinking water in the wake of the Tsunami in December 2004 and the following year when Hurricane Katrina hit Louisiana. It took a little while and some very frustrating prototypes but eventually he did it. Since it's launch in September 2007 LIFESAVER systems has played a leading role in personal water filtration. LIFESAVER bottles are currently being used in service by both UK and US forces and are actively being considered and tested by militaries around the world. Additionally Michael is now working on several other projects for extending his LIFESAVER technology including a project with Mazda cars where it has been installed into their latest concept car the Mazda Kiyora. Taking advantage of rain as a natural resource, the roof of the Mazda Kiyora channels rainwater firstly through an activated carbon filter and then into a specially commissioned drinks bottle designed for Mazda by LIFESAVER® systems.

Michael Pritchard was born in Epsom, Surrey UK in 1967. He was educated at Gordonstoun School in Scotland and went to the University of Redlands in California USA. At the age of 18 he competed at international level for England winning a gold medal as part of the 4x100 metre relay team.

Michael started his business career selling Apple computers into the then fledgling desktop publishing market. He remained within the computer industry for approximately 10 years. He worked in the city as Business Development Director for the Wace Group PLC and then in 1998 co-founded ZagMe.com a mobile marketing company.

In 2000 Michael started his own business. As well as owning a successful property business Michael is also Managing Director of Hydronic Solutions (Europe) Ltd a specialist water treatment and legionella risk assessment company.

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