FOR IMMEDIATE RELEASE

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Tsunamis, hurricanes, contaminated water supplies, boil alerts, no running water?

Hurricane season now is a way of life in our southeastern states and Tsunamis have dramatically demonstrated their power of destruction, world wide. These are just two of nature's extreme conditions to prepare for. "Natural" disasters, almost always curtail normal services we take for granted. Drinking water supplies are interrupted, and water, if available, may or may not be contaminated...sometimes dangerously. Self reliance is the key under these conditions and it's always best to prepare for the worst.

PURE, SAFE DRINKING WATER FOR EMERGENCIES...and for every day use!

General Ecology, Inc.'s has inexpensive, ready to use, dependable drinking water purifiers that are *independently certified to the EPA Guide Standard Protocol for Microbiological Purifiers to protect against all three forms of drinking water microorganisms: cysts, bacteria and even viruses.* General Ecology® purifiers work instantly without adding chemicals, heat or electricity and they can be used with water from virtually any fresh water source including rivers, streams, lakes and municipal water sources. An Emergency Preparedness Conversion Kit enables Seagull®IV owners to quickly convert their everyday systems to manual pump operation when public water supply and/or pressure is unavailable. Seagull IV purifiers may even be used with swimming pool water and other non-typical fresh water supplies on a short-term emergency basis. Several portable and vehicle battery operated systems are also offered. An example of how these have been used in an emergency situation is described below.

TSUNAMI RELIEF EFFORTS

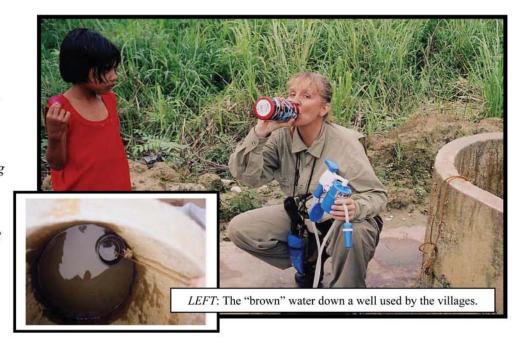
The devastation caused by tsunamis that hit 11 countries in Asia is undeniable. Aid workers from around the world immediately began relief efforts, rushing food, medicine, supplies, and most importantly – safe, clean drinking water – to the victims of the disaster. General Ecology's portable First Need® purifiers have been relied upon for years by hikers and campers, and now they became an invaluable source of pure water for relief workers traveling to tsunami-stricken areas in Indonesia. Working with various operations to ensure that donations reached victims on a timely basis, purifiers were supplied to assist those in dire need of safe, drinkable water.

Relief worker Linley York commented that the First Need purifier "made it easier for relief workers to get their jobs done, without the added worries of health issues for themselves ...we often carry supplies on our back and water becomes very heavy."

RIGHT: The child pictured, along with other villagers, warned Linley York about getting diarrhea from drinking the water. Linley relied on General Ecology's First Need Deluxe purifier for several months in Indonesia and never became ill.

"I have a photo of me in the village using it...complete with the brown water we use. I used your hand pump to supply water during my time there. Water is probably the number one most important item in the entire Tsunami hit area. Clean water is precious."

~ Linley York, January 2005



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