LIFESAVER®
working to end water poverty

LIFESAVER systems open for direct business in the USA

LIFESAVER systems commenced selling direct into the USA in April with its award-winning and revolutionary product line. Brainchild of founder and inventor Michael Pritchard, LIFESAVER is the world's first and only portable technology to eradicate all waterborne bacteria and viruses such as cholera, polio and Hepatitis A without the use of chemicals, UV light or the need for power. LIFESAVER bottles and jerrycans produce safe, sterile drinking water where you need it, when you need it. LIFESAVER make clean water faster than you can drink it!

Ashton Hunt, MD of LIFESAVER states: 'bringing our products direct to the US market provides the opportunity to launch our new Disaster Preparedness Packs. These Packs come sealed in military grade protective foil [US MIL-PRF 131K class 1 standard] and offer a 15 year shelf life that means they can be stored in preparation for hurricanes, earthquakes and other natural disasters. The packs offer resilience for individuals and families by providing clean, sterile drinking water when the need occurs and under extreme circumstances. When disaster strikes, simply open up your pack to fill, pump and drink...'

ISO 9001 certified, LIFESAVER systems is a company with unique technology and global reach serving four main markets: humanitarian, emergency preparedness, military and retail. With many global military customers, the LIFESAVER bottle and jerrycan are proven military kit, in-service across Europe, South Asia and the Middle East. In the Humanitarian market, LIFESAVER works closely with Oxfam, The Red Cross, Shelternow and Medicine Sans Frontiers, as well as being part of the UK Rapid Response Facility for short notice deployment with the UK Department for International Development (DFID).

LIFESAVER's award-winning internationally patented technology is currently being used in a world first in Borneo, Eastern Malaysia; working directly with the Malaysian Government to install their latest high tech nano-filtration invention, the LIFESAVER M1. By the end of this year, LIFESAVER technology will have lifted 1 million Malaysians out of water poverty; permanently.

LIFESAVER Disaster Preparedness Packs along with their full range of products can be found and ordered directly from their website at: www.lifesaversystems.com.

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Notes to the editor: -

- *We are able to supply B-roll footage of Michael Pritchard's recent trio to Borneo, Eastern Malaysia.*
- *For further information on Michael Pritchard visit www.lifesaversystems.com/michaelpritchard*
- *Michael Pritchard is a guest speaker at the Goldman Sachs Asset Management 2013 Growth Markets Summit in April 2013 in New York*
- *LIFESAVER technology is certified by the London School of Hygiene and Tropical Medicine*