

PRESS RELEASE
LIFESAVER[®] systems ltd - Stand N6-394

LIFESAVER[®] systems ltd to launch two new exciting products at DSEi 2013

London, UK, 10th September 2013. At DSEI 2013, on stand N6-394, LIFESAVER[®] systems will launch the LIFESAVER[®] C2[™] and the LIFESAVER[®] cube[™]. LIFESAVER remains unique, able to produce sterile drinking water without chemicals, power or UV light. The LIFESAVER[®] FAILSAFE[™] technology means no one will unknowingly place themselves at risk through the consumption of contaminated water. The proven and patented LIFESAVER technology, which exceeds all UK, EU, US, and WHO standards for drinking water, is already relied on by governments, non-government aid agencies and a global family of retail customers.

LIFESAVER[®] C2[™]

The LIFESAVER[®] C2[™] is the latest addition to the LIFESAVER family. The C2 has been developed to produce up to 2 million litres of safe, sterile drinking water. The LIFESAVER C2 is a 750L water vessel, which produces sterile water at up to 12 litres per minute, faster than a domestic tap. It is ideal for schools, hospitals, refugee camps and forward operating bases where traditional infrastructure is either unfeasible, or disproportionately expensive. The C2 provides both an instant, and an enduring, solution to the provision of sterile drinking water. With its 3 stage pre-filtration system, it is able to accept water from almost any source – rain water, wells, rivers, lakes and streams.

The LIFESAVER C2 can be installed in less than 1hr, allowing first responders and communities to have instant access to sterile drinking water on demand. In common with all LIFESAVER products, the C2 eliminates the consequences of poor sanitation, eradicating Cholera and Norovirus outbreaks. The LIFESAVER C2 builds on the success of the M1, which was designed specifically for Malaysia. Fifteen hundred M1's are being deployed into isolated communities across Malaysia. By the end of September 2013, the LIFESAVER M1 programme will have lifted over 1 million Malaysians out of water poverty through the provision of Sterile Drinking Water.

LIFESAVER[®] cube[™]

The LIFESAVER[®] cube[™] is a new addition to the LIFESAVER family, developed for humanitarian crises and natural disasters. The LIFESAVER cube is a compact and robust product optimised for rapid response to humanitarian crises. It has been designed to be simple to manufacture, transport, and use. Each cube has a capacity of 5 litres, and is able to produce 5 tonnes of sterile drinking water; where you need it, when you need it. One hundred and eighty LIFESAVER cubes fit onto one pallet, and three pallets within a Ford Transit delivery van, that's the equivalent of 2.7 million litres of sterile drinking water in one van!

The LIFESAVER cube will transform the disaster response toolkit for Government and Non-government agencies. Designed for rapid deployment, the cube provides communities at risk with the ability to produce their own sterile drinking water. This allows response teams to concentrate on addressing food and shelter requirements. In common with all LIFESAVER products, the cube eliminates the consequences of poor sanitation, eradicating Cholera and Norovirus outbreaks. The LIFESAVER cube is the instant, compact, lightweight and cost effective means for agencies to deliver sterile drinking water to populations in crisis situations.

LIFESAVER® systems ltd

LIFESAVER systems was founded by Michael Pritchard in 2007. He was inspired to invent the company's first product, the LIFESAVER bottle after seeing the tragic waste of life caused by the lack of safe drinking water in the wake of the Tsunami in December 2004 and Hurricane Katrina hitting Louisiana in 2005. LIFESAVER is working to end water poverty around the world and bring personal water security to those in need. Michael's hard work and passion for ending water poverty was officially recognised in Spring 2013 when he was appointed a Member of the British Empire (MBE) as part of the Queen's Birthday Honors List.

With many global military customers, the LIFESAVER bottle and jerrycan are in-service across Europe, South Asia, South America 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).

ISO 9001 certified, LIFESAVER systems has been manufacturing products based on their unique technology for over 6 years, serving four main global markets: humanitarian, emergency preparedness, military and retail.

For press enquiries, please contact Rachael Gordon, Marketing Manager at rachaelgordon@lifesaversystems.com

Editors Notes:-

- The LIFESAVER® technology is the **world's first FAILSAFE™ portable technology** to remove all bacteria, all viruses, all cysts, all parasites, all fungi and all other microbiological waterborne pathogens without the aid of any chemicals or the need for any power or UV light
- Michael Pritchard's biography can be found:- www.lifesaversystems.com/michaelpritchard
- LIFESAVER® systems was featured on Tomorrow's World: A Horizon Special on the BBC in April 2013
- Footage of the installation of the LIFESAVER® M1's can be found at the LIFESAVER® Youtube Channel here:- <http://www.youtube.com/user/LIFESAVERChannel>
- Michael Pritchard's TED talk, voted as one of the top 100 talks, can be found here:- www.ted.com/talks/michael_pritchard_invents_a_water_filter.html
- Michael Pritchard was appointed MBE in the 2013 Queens Birthday Honours for Services to Innovation and International Business.

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