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### **GIBBS & SOELL PUBLIC RELATIONS AWARDED PURONICS ACCOUNT**

SAN FRANCISCO, January 29, 2007 — Puronics, Incorporated, a Livermore, Calif., water technology company and manufacturer of home and commercial water treatment systems, has named Gibbs & Soell Public Relations its agency of record.

Puronics pioneered the use of bacteriostatic technology in water treatment systems to prevent bacteria buildup in the system's media bed, and is the only company to offer a whole-house stainless steel system that also meets NSF standards. NSF is a non-profit, non-governmental organization that develops standards and certifies products for public health and safety. With a 60-year history in the water treatment industry, Puronics is recognized as offering the most advanced technology for both home and commercial use.

“Our program for Puronics will discuss the importance of purified water in the home, including healthy skin, cooking quality, the reduced use of soaps, cleaners and detergents, improved laundry quality, and less wear on plumbing and home appliances,” said Roger Ryerson, senior vice president and managing director of Gibbs & Soell's San Francisco office. “But perhaps most important, purified water tastes great. Puronics has long been a pioneer in the most advanced technology for water purification.”

“This is a great win for our home and consumer lifestyle practice, which now ranks among the top two in the nation,” added Cos Mallozzi, president and chief executive officer of Gibbs & Soell. “There are terrific synergies between Puronics and our other premier Home clients.”

Purronics, Incorporated, headquartered in Livermore, California, is a diversified manufacturing and financial services company, focused on solving the world's water problems for consumers and businesses. For more information, visit [www.purronics.com](http://www.purronics.com).

Founded in 1971, Gibbs & Soell Public Relations is among the top 10 independent public relations agencies in the United States. The agency is headquartered in New York City and maintains other U.S. offices in Chicago, San Francisco and Raleigh. Its European operations, Gibbs & Soell, LLC, are headquartered in Zürich, Switzerland, and include on-the-ground resources across the commercial centers of Europe. In the PacRim, the agency's partners include Cosmo PR and InHere PR in Tokyo and Beijing, respectively. BitnerGoodman handles the agency's needs in Latin America and the Caribbean. For more information, please visit [www.gibbs-soell.com](http://www.gibbs-soell.com).

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