

## Environmental Change for Good and for Profit: Made in Silicon Valley

**Palo Alto, CA – October 5, 2006:** It's a tired and dangerous story: Big business stymies environmental progress. Recently, 20 members of a 22-member air standards advisory committee voted to tighten air quality standards, to reduce particulates in the air we breathe and thereby dramatically reduce the incidence of respiratory illnesses in the country. The two dissenting members of the panel won the day though and air standards will not get any better this year. How come? Because the two dissenters had more clout than the twenty-two supporters of cleaner air. The nay-sayers came from General Motors Corp. and the Chemical Industry Institute. For big business short term profits outweigh long-term health any day of the week. Clean air costs money to GM, so GM chooses what appears to be better for its bottom line.

The Combustion Purifier™ is changing that calculation. For the same cost as a regular muffler the Combustion Purifier makes vehicle exhaust meet the strictest upcoming emissions regulations and decreases gas consumptions 10 percent. The Combustion Purifier™ saves money, uses less gas, emits less CO<sub>2</sub> and practically eliminates all of the tailpipe emissions that are the cause of smog and a high mortality rate due to respiratory disease (1400 deaths per million per year.)

“The Combustion Purifier is good for the environment and our health and is good for the bottom line,” Purify Solutions™ CEO, Lincoln Evans-Beauchamp says.

“Big business will not be able to put up their usual roadblocks to this pro-environment change.”

### **About Purify Solutions™**

Purify Solutions, Inc., is a privately-held clean tech company providing global solutions that favorable impact both the environment and the economics of their deployed industries. More information regarding Purify Solutions, Inc., is available at <http://www.purifysolutions.com/>.

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