

FOR IMMEDIATE RELEASE

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SUBJECT: Pura Vida h2o Brings one more option to drinking water on the go

pura vida h2o brings another option when accessing drinking water on the go. The company offers a solution to reduce the more than 60,000,000 bottles that are discarded daily in the US.

pura Vida h2o, an exciting, Massachusetts business, is bringing single serve pure water right to your canteen. Maximizing the existing water distribution system (municipal water), pura vida h2o units purify the water through its five stage proprietary filtration system and then vend chilled pure water right into your canteen for \$0.50 (16oz bottle). The company was founded in January 2010 and already demand is outpacing supply. In fact, 150 machines were manufactured in the first round of production and more than 400 requests for orders have been received. People are excited about this new vending system because it offers an alternative to bottled and tap water that is more economical, sustainable, healthier and convenient. The vending machines are perfect for colleges, health clubs, businesses, health care facilities, commuter stations and airports and municipal facilities.

Here are a few aspects of the pura vida h2o re-fill system:

- **Five-stage filtration**, cleansing and refinement process produces individual servings of pure, healthy and great tasting water.
- **Customers can re-fill canteens** in servings of 16oz, 24oz, one & five gallon.
- **Servings of pura vida h2o are affordably priced**, starting at 50 cents for a 16 ounce serving, which is far less expensive than the standard \$1.00 or more for a similar size bottle of water.
- **Customers can use their own bottle or purchase a reusable BPA-free canteen** from the machine itself, thereby reducing waste from disposable containers (and carbon emissions from delivery trucks).
- **Customers can sterilize their water bottles** right on the Pura Vida unit before re-filling them.
(In the event of contaminated or 'boil water' ban the Pura Vida h2o system will function as an emergency water source)

So be sure to bring your reusable bottle when on the go and if you find a location that needs a unit, please let pura vida h2o know. For more information on Pura Vida h2o please visit www.puravidah2o.com. Follow us on facebook at facebook /puravidah2o
