

Pura Stainless, provider of the world's finest BPA-free stainless steel water bottles, has been selected by Intuit as one of the top 50 small businesses of 2009

Pura Stainless announces it has been selected by Intuit Inc. as one of the top 50 small business stories of 2009. Pura was selected based on its inspiring eco-friendly business model and progressive product line.



May 18, 2009 – Pura Stainless has been selected by Intuit Inc. as one of the top 50 small business stories of 2009. The selection was based on votes by the general public and formal judging by Intuit's management team. Pura was ranked as one of the most inspiring business stories due to its focus on providing world class solutions to the vagaries of bottled water and toxin leaching problems of aluminum, plastic, and inferior stainless bottles. See the details of our selection on the Intuit web site:

<http://community.intuit.com/contests/cn-e7ntOqgllvkab8P4pmk>

An estimated 38 billion single-use plastic water bottles end up in landfills every year – enough to circle the globe 150 times annually – and they take 700 years to decompose. Ironically, up to 40% of bottled water is merely repackaged and/or reprocessed tap water yet it is up to 9,000 times more expensive! In addition, The EPA's standards for tap water are more stringent than the FDA's standards for bottled water. The bottom line: *bottled water is not cleaner or healthier than tap water and it is a wasteful use of our natural resources and personal finances.*

In a similar vein, competing re-usable bottles are rife with petroleum based lids, epoxy coatings, and, in some cases, BPA-laden compositions. Pura bottles, on the other hand, are crafted from food service grade (#304) electro-polished stainless steel and all bottles ship with stainless steel caps. Consumers have quickly realized that that Pura provides the only truly viable option to bottled water and "on-the-go" hydration.

In an unprecedented move, Pura is also backing its bottles with a lifetime warranty because a well-made bottle should last more than a year. Feedback from the field has strongly validated the premium nature of Pura's products especially compared to other, less robust, plastic, aluminum and hybrid plastic/stainless products. "We find it amazing that the other manufacturers continue to market bottles with plastic lids and short or no warranties" said Roger Moore CEO of Pura Stainless. "Plastic lids defeat the purpose of a non-plastic bottle and could expose users to out-gassing of petroleum by-products when such lids are scuffed, nicked, or subject to heat cycling that occurs in normal use" continued Mr. Moore. What's in your Bottle?TM Find out at Pura's web site: <http://www.purastainless.com>

As a result of producing the finest bottles on the planet and its innovative demand generation strategies, Pura's distribution channel and user base has been growing rapidly. "We have been incredibly fortunate to have attracted a number of leading marketing partners and we are excited that our bottles are now recognized as the premium product on the market. Our sales team is backed by world class marketing and innovative, compelling tag lines that have quickly built brand awareness and created demand in the retail channel" said Jenifer Moore Vice President of Sales. "We live and breathe the One Life... One BottleTM mantra and we hope you will too!" continued Ms. Moore.

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About Pura Stainless

Pura Stainless was created with a simple vision: to make a difference by responsibly manufacturing a safe, durable, and cost-effective alternative to bottled water. Our bottles are crafted from food-grade stainless steel, always include a stainless steel cap, and carry an unprecedented lifetime warranty. We have created the ultimate beverage bottle; one that not only makes an environmental statement but provides a safer and much more durable alternative to plastic, aluminum, and competing stainless water bottles. **One Life... One BottleTM**

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Intuit Top 50 page: <http://community.intuit.com/contests/cn-e7ntOqqllvkab8P4pmk>

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