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puraDYN Receives ISO 9001:2000 Certification

- *Company meets international standard for quality in manufacturing and design* -

Boynton Beach, FL – January 14, 2004 - puraDYN Filter Technologies Incorporated (AMEX: PFT), the global bypass oil filtration system provider, announced today it has received ISO 9001:2000 certification from the International Organization for Standardization (ISO).

ISO 9001:2000 is a series of internationally-accepted, multi-part quality management systems for industry-wide standardization applied to manufacturing and service organizations.

Jim Gaynor, Director of Manufacturing and Operations, said, “We began this process in 2003 in order to meet the needs and expectations of our customers and management. Our Quality Department, under the direction of Quality Manager Bill Jacobs, was instrumental in achieving this goal and the entire Company, from top to bottom, has welcomed the opportunity to raise the level of performance in all areas to provide total customer satisfaction.”

Kevin Kroger, **puraDYN's** President/COO, said, “While voluntary, ISO 9001:2000 certification is something management believed to be essential in order to compete and succeed in the domestic and international marketplace. This standard and beyond is found in most major manufacturing companies in our industry. Not only does it reflect the high standards we set for ourselves, but it also represents the tangible commitment to quality assurance, reliability, safety and efficiency that our customers and potential customers expect from us.”

The **puraDYN**[®] bypass oil filtration system continuously cleans oil to allow for the safe extension of oil drain intervals when replacing **puraDYN**[®] filter elements and performing oil analysis instead of doing routine oil changes. This in turn offers end users the benefits of up to a 90% reduction in new oil purchases and waste oil disposal costs, less downtime and increased engine life.

About puraDYN Filter Technologies Incorporated

puraDYN (AMEX: PFT) designs, manufactures and markets the **puraDYN**[®] Bypass Oil Filtration System, the most effective filtration product on the market today. It continuously cleans lubricating oil and maintains oil viscosity to safely and dramatically extend oil change intervals and engine life. Effective for internal combustion engines, transmissions and hydraulic applications, the Company's patented and proprietary system is a cost-effective and energy-conscious solution operating in an annual \$13 billion potential industry. The Company has established aftermarket programs with several of the transportation industry leaders such as Volvo Trucks NA, Mack Trucks, PACCAR; a strategic alliance with Honeywell Consumer Products Group, producers of FRAM[®] filtration products; and continues to market to major commercial fleets. **puraDYN** equipment has been certified as a "Pollution Prevention Technology" by the California Environmental Protection Agency

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