



CONTACTS:
Pris Neulander, **puraDYN**
Media Coordinator
561-547-9499, x 215
pneulander@puradyn.com

Kathryn Morris, **puraDYN**
Director, Corporate Communications
561-547-9499, x226
investor-relations@puradyn.com

puraDYN U.K. Subsidiary Sells Bypass Oil Filtration Systems to Large European Generator Rental Company

Exeter, Devon, UK – August 31, 2004 - puraDYN Filter Technologies Ltd. (AMEX: PFT), a wholly-owned subsidiary of **puraDYN Filter Technologies Inc.**, has begun delivering bypass oil filtration systems to one of the largest generator set rental companies in Europe.

Following the successful conclusion in February, 2004 of an extensive testing program, engine oil change service intervals were increased four times longer than standard service intervals. As a result, the generator set rental company experienced significant maintenance cost savings as well as a payback period for the specific application of less than two months.

The generator set rental company currently has 3,000 generators in service and is expected to order approximately 75 **puraDYN**[®] systems monthly. It has already purchased 85 systems and hopes to retrofit approximately half of its generator sets by the end of 2005. Their 3,000 generator sets represent approximately just 1% of the total number of applicable generator sets in use in the European-Middle East marketplace.

In addition, the rental company has won a contract to supply a large British telecommunications power company's supply project with **puraDYN**[®]-equipped generators. To date this has resulted in the sale of an additional 85 **puraDYN**[®] systems with forecast sales of another 215 systems to be purchased by the end of November, 2004.

Kevin Davies, managing director of **puraDYN Ltd.**, said, "These sales demonstrate the growing acceptance of **puraDYN**[®] bypass oil filtration systems throughout Europe and a genuine momentum in the market for our products. We are pleased that **puraDYN** is at the forefront of this technology, which will allow forward-looking companies the ability to offer the economic and environmental benefits created through the use of bypass oil filtration. Our systems ensure that the oil is maintained in a continuously cleaned condition, enabling companies to safely and significantly extend oil drain intervals. In

effect, purchases of lubricating oil can be reduced by up to 90% with similar savings for the disposal of waste oil, as well as the lowering of downtime for increased productivity. The environmental benefits include conservation of oil and less chance of spillage because of decreased handling.”

Davies continued, “For the past three years we have been supplying a major power generator manufacturer in the UK. That manufacturer’s competitors are now beginning to realize that they, too, must consider the benefits of extending oil maintenance service intervals if they want to compete in the power supply market in Europe and the Middle East. The installation of the **puraDYN**[®] systems will help them to meet that challenge.”

The **puraDYN**[®] bypass oil filtration systems work with the full flow filter to reduce solid contaminants in engine oil to below one micron with the use of its patent-pending CGP[®] filter element; to evaporate liquid and gaseous contaminants; and to replenish the base additives so as to maintain the proper total base number (TBN) and viscosity of the oil. By maintaining continuously clean oil, oil drain intervals are dramatically and safely extended, thereby reducing new oil purchases and waste oil disposal costs.

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 significantly 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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