



Puradyn Receives ISO 9001:2008 Certification

Boynton Beach, FL – [January 11, 2011] - Puradyn Filter Technologies Incorporated (OTCBB: PFTI) today announced it has received certification for ISO 9001:2008, validating its Quality Management Standards process for 'design, manufacture, sales and distribution of bypass oil filtration systems and replacement filters for various industries'.

The ISO 9001:2008 standard is recognized internationally and applied to manufacturing and service organizations to ingrain and document a consistent quality management system. The foundation of ISO 9001:2008 is continuous improvement and customer satisfaction.

Kevin G. Kroger, President and COO, said, "We began the transition to ISO 9001:2008 last year, at the end of our 2009 re-certification process for ISO 9001:2000. Quality Auditor Dan Abbott was instrumental in leading the efforts of the entire company in achieving this objective and ensuring that Puradyn remain compliant with this multi-faceted program.

"Achieving ISO 9001:2008 certification assures our customers, current and potential, of our commitment to continuous improvement throughout our organization, a concept readily embraced by each and every employee at Puradyn. By carefully monitoring our processes and documentation, and working to constantly improve our product and service, we have been able to maintain the consistent quality, reliability, safety, and integrity our customers require."

Kroger concluded, "Puradyn does not expect our customers to accept anything less than the best we have to offer in our product and our business practices. ISO 9001:2008 certification allows them to know, in advance, what they can expect when entrusting their business to us."

About Puradyn Filter Technologies Incorporated

Puradyn (OTCBB: PFTI) designs, manufactures and markets the **puradYN**[®] Oil Filtration System, the most effective bypass oil 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 targeting an annual \$15 billion potential industry. **puradYN**[®] equipment was selected as the manufacturer used by the US Department of Energy in a three-year evaluation to research and analyze the performance, benefits and cost analysis of bypass oil filtration technology.

STATEMENTS IN THIS PRESS RELEASE WHICH ARE NOT HISTORICAL DATA ARE FORWARD-LOOKING STATEMENTS WHICH INVOLVE KNOWN AND UNKNOWN RISKS, UNCERTAINTIES OR OTHER FACTORS NOT UNDER THE COMPANY'S CONTROL, INCLUDING BUT NOT LIMITED TO THE POSSIBLE INABILITY TO RAISE CAPITAL FUNDS, LACK OF PROTECTION FROM INTELLECTUAL PROPERTY, VULNERABILITY BECAUSE OF MANUFACTURING A LIMITED NUMBER OF PRODUCTS, DEPENDENCE ON DISTRIBUTORS, ORDERS PREVIOUSLY STATED IN THIS PRESS RELEASE MAY NOT MATERIALIZE, PRESENT SALES MAY NOT BE INDICATIVE OF FUTURE SALES, AND THE POSSIBILITY THAT THE PRODUCTS DO NOT MEET CUSTOMERS' NEEDS, WHICH MAY CAUSE ACTUAL RESULTS, PERFORMANCE OR ACHIEVEMENTS OF THE COMPANY TO BE MATERIALLY DIFFERENT FROM THE RESULTS, PERFORMANCE OR OTHER EXPECTATIONS IMPLIED BY THESE FORWARD-LOOKING STATEMENTS. THESE FACTORS INCLUDE, BUT ARE NOT LIMITED TO, THOSE DETAILED IN THE COMPANY'S PERIODIC FILINGS WITH THE SECURITIES AND EXCHANGE COMMISSION.

CONTACT:

Kathryn Morris
Director
Corporate Communications
(T) 561 547 9499, x 226
investor-relations@puradyn.com
<http://www.puradyn.com>

Emerging Markets, LLC
Investor Relations:
Jim Painter III
321-206-6682
jamespainter@emergingmarketsllc.com
www.emergingmarketsllc.com
www.themicrocapreport.com