

Puradyn Filter Technologies Retains Monarch Communications for Public Relations Services

BOYNTON BEACH, FL and CEDARHURST, NY, May 26, 2011 - Puradyn Filter Technologies Incorporated (OTC.BB:[PFTI](#) - [News](#)), the leading global bypass oil filtration system manufacturer, today announced that it has retained the services of Monarch Communications, a results-oriented PR agency, to raise its visibility with investors and potential customers.

Joseph V. Vittoria, Chairman and CEO of Puradyn, said, "Puradyn is growing sales, working on important potential new business relationships and developing our oil filtration technology through newly filed patents, and we want to insure that we're effectively communicating that to investors and industry."

"With oil prices hovering around \$100 a barrel, more companies are beginning to realize that our advanced oil filtering technology can help them save money and reduce costs by allowing them to operate their engines on constantly clean oil so as to reduce oil change frequency and extend the life of their engines." Vittoria added.

Jeff Siegel, President of Monarch Communications, stated: "Puradyn is a dynamic company with a compelling story, and we're excited to help convey that to Wall Street and prospective customers."

About Puradyn Filter Technologies Incorporated

Puradyn (OTC.BB: [PFTI](#) - [News](#)), 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.

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About Monarch Communications

Monarch Communications provides public and private companies with results-driven, strategic public relations designed to help raise each company's profile among its target audiences, including investors, consumers and industry. We excel at leveraging our media relations skills and understanding of business to secure placements for our clients in key media outlets.

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