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HTI HYDROPACK PROVIDES A CLEAN DRINK SYSTEM FOR EMERGENCY SITUATIONS IDEAL FOR A VARIETY OF RETAILERS

New packaging design and features make these innovative hydration pouches an appealing disaster preparedness product for retailers of all sizes

ALBANY, Ore./SCOTTSDALE, Ariz. (April 19, 2010) - Hydration Technology Innovations, LLC (HTI)'s revolutionary HydroPack retail product now features high tech packaging with a new vibrant design and water tight closure. The new packaging and the HydroPack technology will appeal to retailers that service customers looking for disaster preparedness items.

This one time use, emergency hydration pouch can produce a clean drink from any water source, even highly contaminated water sources. Each 12 oz pouch is pre-filled with a flavored osmotic agent which, when fully hydrated, becomes an electrolyte enriched drink. The new HydroPack packaging boasts a foil lined bag with a re-sealable water tight closure, which results in a longer shelf life. The package contains 6 of the HydroPack emergency hydration pouches along with 6 straws. This new retail product is the perfect preparedness tool for any situation where clean drinking water becomes compromised.

The HydroPack is simple to operate; just drop the pouch into dirty water with the clear side up. Nature takes over from there, osmotically drawing fresh water through the membrane while rejecting the viruses, bacteria, cysts and parasites from the water source. Wait 10 to 12 hours for the pouch to hydrate, then remove from the water, wipe the clear side dry, puncture with a straw and a refreshing, clean drink in a delicious orange flavor is ready to consume.

HTI filters provide the highest purity level of any water filter on the market. In independent laboratory tests, the HydroPack filter meets or surpasses bacteria, virus and parasite reductions as specified by the EPA for water purifiers. There is no clogging and no power needed to utilize this life saving product.

The HydroPack product can be used in hospitals, by private citizens, by the military, and for humanitarian relief in the event of a natural disaster or any other emergency situation where survival depends on having clean, safe drinking water. Thousands of

HydroPacks were brought to Haiti after the recent earthquake and hydrated in swimming pools and various contaminated water sources to very successfully provide clean drink to the Haitian earthquake disaster victims.

For more information on HTI's suite of personal hydration products, please visit www.HTIwater.com HydroPacks can also be ordered by calling toll free 888-420-7222.

About HTI's Forward Osmosis Technology

In state-of-the-art plant facilities located in Albany, Ore., HTI manufactures a proprietary forward osmosis membrane material that allows water to migrate through the membrane, powered only by a draw solution on the clean water side of the membrane, leaving behind virtually all contaminants.

Osmosis is a natural process where liquids seek equilibrium when separated by a membrane or the wall of a cell, similar to the way water moves from soil into the roots of a tree. In the forward osmosis process water molecules flow through HTI's membrane, but do so without the need for high pumping pressure found in many traditional filtration systems. Thus, forward osmosis filtration systems use very little energy, are constructed from relatively low cost materials and are capable of filtering highly contaminated dirty water, even those containing high solid concentrations, without plugging. For more information visit www.htiwater.com.