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PRESS RELEASE

Introducing the Berkey Earth™ DE Filtration Element

December 1 2015. New Millennium Concepts, Ltd introduces the **Berkey Earth™** DE (Diatomaceous Earth) 3-year Filter Element. Like the **Black Berkey™** Elements, which are the most powerful gravity fed elements in the *Purification* class, the **Berkey Earth™** Elements, are the most powerful gravity fed elements in the *Filtration* class. This powerful new DE element was designed and built with the economically conscious consumer in mind. With a low and economical entry price, its performance far outshines all other competing gravity fed filter elements available today. The **Berkey Earth™** Filter Element is available in 7" and 9" sizes.

Berkey Earth™ 3-year Filter Elements far outperform other competing brands, especially in the ceramic filter category. The proprietary formulation of the **Berkey Earth™** DE Filter Elements gives the element the special reduction capabilities of natural Diatomaceous Earth and other components, making it more powerful than any other gravity fed **filtration** element of its kind available on the market today. The effectiveness of natural Diatomaceous Earth has been proven by hundreds of years of organic farming. DE's natural characteristics make it the ideal media to filter out contaminants utilizing the same methodology as the earth does to purify water.

Diatomaceous Earth (DE) is a fossil substance, made up of very small silicon shells left by a type of microscopic, hard-shelled, one-celled algae (trillions of them) called diatoms. It is reported that there are over 1500 uses for DE today, including filtering agents for water and milk, toothpaste abrasive, thermal insulators, mechanical insecticides, liquid absorbents and more.

The **Berkey Earth™** Filter Element tested up to Log 3 removal, that's 99.9%, for the following potential chemical contaminants:

-Volatile Organic contaminants, Semi-Volatile Organic contaminants, Heavy Metals (at both low and high PH levels), Pesticides, Chlorides (including Chloramine & Fluoride), Herbicides, Pharmaceuticals and Petroleum based Products.

The **Berkey Earth™** Filter Element has been successfully tested for reduction of the following biological contaminants: Bacillus atrophaeus, Coliform Bacteria & Fecal Coliform bacteria, E-coli bacteria and the Salmonella bacteria. Even further bacteriological testing is being actively pursued at this time.

Berkey Earth™ elements last up to three years before requiring replacement whereas competing brands must be replaced every six months to one year, depending on brand. This makes **Berkey Earth™** Filter Elements virtually the most economical water filtration elements available and the ideal replacement element as they fit any other brand of standard sized gravity fed filter system. The **Berkey Earth™** Filter Elements can be used as a less expensive yet more powerful replacement element for most other brands of gravity fed water filter systems from 1.5 gallons and larger.

While many "also- ran" water filter companies have come and gone; **Berkey®** Water Systems not only remains, but continues to grow and innovate new products. NMCL introduced the gravity-fed water filtration element and system to North America, and has been instrumental in educating customers regarding potential contaminants in their water. NMCL also introduced its **Black Berkey™ purification** elements; the most powerful purification elements available; innovated post filter elements to target "difficult to remove" contaminants such as Fluoride, arsenic and MTBE while continually improving its element formulations.

For a complete list of the testing conducted, please contact your Account Representative at: 888-803-4438 or visit www.berkeywater.com.

Not all potential contaminants listed will be found in all water and reduction levels can depend on competing contaminants found within the water being tested.