

FOR RELEASE: April 19, 2011  
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## Pionetics Celebrates Earth Day; Estimating 25 Million Gallons of Water Saved in One Year!

“ Before LINX technology, if you were interested in conserving water, you were forced into using barely-treated, filtered water which did very little to improve water quality. ”

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In March 2010, Pionetics Corporation introduced its dramatically new drinking water system with LINX® Technology. Today, just a year later, Pionetics celebrates Earth Day by estimating that since that launch, LINX's Drinking Water Systems have potentially saved 25 million gallons of water for our planet.



[LINX drinking water systems](#) are offered as an [under-the-sink model](#), or as a [bottleless water cooler](#). Both products offer three important and unique features not offered by any other drinking water system:

- Significantly less water waste than Reverse Osmosis (RO) – [see the video LINX vs. RO](#),
- Operates using programmable software and display indicator lights that provide the consumer with detailed system status, and
- Dial-A-Taste® Control that allows the consumer to customize the taste of their drinking water for more or less mineral content.

“When you compare the LINX systems to a traditional RO system, the water savings are dramatic. Most consumers don't realize it, but in a typical home setting, and depending upon such factors as water temperature and feed water quality, an RO could waste nearly 10,000 gallons of water a year, compared to only 158 gallons used by the LINX systems. Multiply 10,000 gallons by the 2,500 LINX units shipped to our distributors this past year and we estimate potentially 25 million gallons of water have been saved by LINX systems,” said H. Martin Jessen, Vice President of Pionetics Corporation. Jessen continues, “In addition to our under-the-sink model, the LINX water cooler reduces water waste, petroleum usage, and effort, while increasing office space and cost savings.” [This video](#) demonstrates how the LINX water cooler compares to other coolers.

“Before LINX technology, if you were interested in conserving water, you were forced into using barely-treated, filtered water which did very little to improve water quality. Now homes and businesses have a truly environmental solution for their drinking water needs that is certified to actually treat drinking water similar to an RO with less than 5% of the waste water when compared to RO,” explains Jessen.

LINX technology employs the basics of ion exchange technology, but uses electricity for regeneration rather than salt or other chemicals. LINX systems offer programmable water treatment technology that allows consumers to dial their taste preferences while conserving considerably more water than an RO. To learn more about this technology, visit the website at [www.LINXWater.com](http://www.LINXWater.com).

Pionetics is currently signing new distributors. Anyone interested in becoming a distributor anywhere around the world - should contact H. Martin Jessen at 480-836-0887.

#### [About Pionetics Corporation:](#)

Pionetics is an innovative water technology company that develops smart water treatment products that produce great tasting, safe drinking water with less wastewater than traditional water treatment systems. Pionetics is privately owned and financially backed by Kline Hawkes & Co, NGEN Partners, and Unilever Technology Ventures Fund.

Pionetics is located in San Carlos, CA. To date, Pionetics has been issued over 50 patents worldwide to protect its proprietary know-how and innovative technology.