



PRESS RELEASE

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Introducing the Smartest Drinking Water System Ever.

LINX® Evolution Programmable Water Treatment System with Dial-A-Taste and Less Water Waste

San Carlos, CA (March 1, 2010) – Pionetics Corporation introduces the LINX® Evolution Water Treatment System, the smartest drinking water system ever made. LINX Evolution technology is currently available in two applications; Under-the-Sink (shown on the right) and a Water Cooler Module (shown on Page 3).

The revolutionary new LINX Evolution allows for three important and unique features never before offered in a drinking water system:

- *Significantly* less water waste than Reverse Osmosis (up to 90% less),
- 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.



The result is that LINX Evolution provides water that is safer, healthier and great-tasting to drink – all while saving thousands of gallons of water each year compared to traditional Reverse Osmosis (RO) technologies.

The secret? Electrically Regenerated Ion Exchange!

LINX stands for E(L)ectrically Regenerated (I)o(N) E(X)change. LINX Evolution uses traditional flow-through filtration combined with electricity to treat the water. No harmful chemicals are used as in other water treatment systems.

“There is absolutely no technology like this on the market today,” explains H. Martin Jessen, Vice President of Pionetics Corporation. Mr. Jessen continues, “We are taking the POU¹ water industry in a new direction offering programmable water treatment technology that performs better than traditional RO because it allows consumers to dial their taste preferences and it has an environmental conscience. Traditional RO wastes up to 27 gallons of water for each gallon consumed using typical household use. This excessive waste is NOT sustainable in today’s world.”

Using electricity, LINX Evolution runs water through a special ion-exchange cartridge to efficiently reduce total dissolved solids (TDS). When necessary, LINX Evolution automatically

¹ POU stands for Point-Of-Use.

regenerates itself by reversing polarity sending the concentrated TDS to the drain. The result? Water that tastes the way the consumer wants it without the significant water waste of an RO.

The Smartest Drinking Water System Ever

LINX Evolution is fully programmable. A certified LINX Installer will customize the LINX settings to accommodate such feed water variables as Water Pressure, Total Dissolved Solids (TDS), Water Hardness and Water Flow to ensure optimal operation.

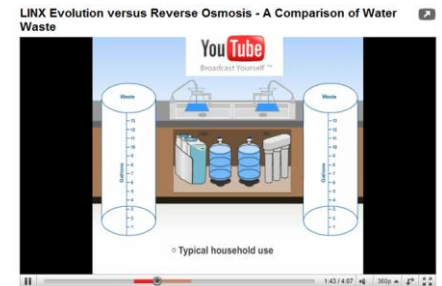


This same programmable software also provides consumers with indicator lights (shown on left) that provide such detailed system status as regeneration processes and filter and cartridge change indicators.

LINX Evolution then allows consumers to adjust the mineral content of their water to suit their specific tastes - the only water treatment system to do so. The Dial-A-Taste Control (control dial shown above) allows consumers to dial the TDS reduction from 65% to 95% for great-tasting water the way they like it.

Environmentally Superior to RO

Over 70% of the water treated by LINX Evolution is recovered as healthy, great-tasting drinking water compared with as little as 4% to 10% from RO Systems.² “If your home or office uses just one (1) gallon of water per day using a typical RO system you could waste as much as much as 9,855 gallons of water per year. With LINX, that number is approximately 255 gallons (at 70% recovery),” explains Jessen. [This animation](#) demonstrates how LINX Evolution saves dramatically more water than RO.



Mr. Jessen puts this water savings into perspective, “We estimate that over 4 million gallons of water a day are wasted in the Phoenix metro area by residential and commercial RO and bottled water systems. The LINX Evolution would save nearly 3.6 Billion gallons per year in the valley alone.”

LINX Evolution Cartridges produce 1,300 gallons of great tasting water before needing to be replaced, producing far less landfill waste than common pitcher and sink-mounted filter technology where filters may need to be replaced as often as every month. And while the system runs on electricity, it actually uses less electricity per day than toasting a bagel.

The LINX Evolution Under-the-Sink, Point-Of-Use (POU) System

LINX Evolution produces high flow rates (1/2 gallon per minute) so that consumers can fill large stock pots, make coffee, and fill water pitchers, etc., quickly. Because of the high flow rate,

² Traditional POU ROs can waste up to 96.5% according to a study at the Navy's water research center in CA.; and Kuepper, How the Open Loop Recirculation Flow Pattern Eliminates Wastewater in Membrane-Based Point of Use (POU) Applications, June 2001 in "Water Conditioning & Purification."

LINX Evolution can refill its storage tank in only minutes. In contrast, an RO can take hours to refill the tank.

The LINX Evolution Water Cooler Module

Perfect for home or office, the LINX Evolution Water Cooler Module (shown below) fits neatly into most full-sized water coolers. LINX Evolution produces high flow rates providing water even during high demand periods. It features a one of a kind “pull out” tray that allows for easy access to service the system and for filter changes. A mechanical switch on the cooler door automatically shuts off the electrical power to the LINX unit when the door is opened to service the unit.



LINX products meet NSF certifications; have the Water Quality Association (WQA) Gold Seal Product Certification, as well as the UL and all other appropriate International and Domestic certifications. LINX Evolution products are available worldwide.

About Pionetics Corporation:

Pionetics' mission is to bring cleaner, healthier and great-tasting water to populations around the globe, at a low cost and with minimal environmental impact. The advanced LINX® Evolution Technology is affordable, compact and adaptable for use almost anywhere on the planet.

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.

FOR MORE INFORMATION

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