

MEDIA RELEASE

The new Katadyn drinking bottle with an integrated three-stage water filter

The Katadyn MyBottle turns swamps into springs

Wallisellen-Zurich, April 13, 2010 – **The new MyBottle is really out of the ordinary: In addition to its trendy styling and easy handling, it is an indispensable travel companion thanks to its integrated three-stage water filter – a perfect drinking system satisfying all needs.**

Gone are the times when you had to tediously haul along your drinking water provisions on your outdoor trips. The MyBottle virus filter now allows you to prepare pure drinking water in any place and at any time without pumping. The MyBottle is ideal for active people used to moving around autonomously in free Nature. And for people to whom ecologically meaningful solutions are important. Its novel design makes the MyBottle a true eye-catcher. The ergonomically shaped drinking beak with its soft mouthpiece can be easily flipped in and out and is leak-proof. With its convenient lid suspender, the MyBottle is easy to carry or to attach to your backpack.

But it is not only the outer values that make the MyBottle virus filter so attractive – it is especially the inner values that count. The heart of this perfect outdoor drinking system is its new three-stage ViruPur filter medium with integrated glass fiber pre-filter. It removes bacteria and protozoa and retains viruses and minute particles on the basis of electro-kinetic in-depth filtration. Another plus: Its additional active carbon filter improves the taste of the water filtered! No more swampy taste of stale water – here comes the freshness of spring water.

The Katadyn MyBottle with virus filter supplies about 0.2 liters of drinking water per minute and filters up to 100 liters, depending on the water quality. It weighs no more than 260 grams and holds 0.8 liter of water. The bottle is free from BPA, has a neutral taste, and can

be washed in a dishwasher. Its filter system does not require any chemicals or batteries. A drinking straw is provided for using the bottle without the water filter if filled with safe drinking water that has already been treated. The MyBottle is available in Switzerland and Germany in outdoor and sports stores in two versions: as a MyBottle virus filter and as a MyBottle drinking bottle. Or you can order online at www.katadynmybottle.com.

The Swiss Katadyn company is the world's Number One for individual water purification systems and products, with a global market share exceeding 50 percent. Katadyn has been developing water filters, chlorine and silver-based sterilizing agents, and mobile desalinators for the trekking and marine markets for over 80 years now. Numerous international relief organizations and special army units rely on the products of Katadyn for survival and life saving. The company has further diversified by adding two other outdoor market brands: "Trek'n Eat", the Number One for freeze-dried outdoor and expedition foods in Europe and the Swedish brand Optimus with its range of outdoor stoves and accessories.

At the end of 2009 Katadyn expanded its sphere of operations into the industrial and municipal water treatment sector by acquiring a majority stake in AQUAFIDES Switzerland and Germany

Katadyn is headquartered in Wallisellen-Zürich, Switzerland, and operates subsidiaries and sales offices in Germany, France, the U.S.A., Sweden, and Singapore. The group employs some 100 persons worldwide and achieved a turnover of roughly 38 million Swiss Francs in 2009.

For more information, please contact

Katadyn Products Inc.

Viola Frey

Corporate Communications

Birkenweg 4

8304 Wallisellen-Zurich/Switzerland

www.trekneat.com

Phone +41 44 839 21 16

viola.frey@katadyn.ch

www.katadyngroup.com

www.katadyn.com

www.optimusstoves.com