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Building Industry Shows Keen Interest in Sylvan Source M-600

Patented Technology and High Performance Key Factors

SUNNYVALE, Calif., June 21, 2006 – Custom and luxury homebuilders are showing keen interest in the Sylvan Source M-600 ultra-clean water treatment system, according to Tim Murray, president, of Purcell Murray Company, the largest independent distributor of premier kitchen appliances in the United States. The M-600 began shipping to distributors in June, and distributors across the United States and Canada report that many of their customers in the building industry have committed to including the high-tech water treatment system as a standard offering in their projects.

“The Sylvan Source M-600 represents a quantum leap forward in clean water solutions,” said Murray. “Previous generations of treatment systems, such as filtration or ultraviolet light, required excessive maintenance from the homeowner or did not perform effectively. The M-600’s patented technology and proven efficacy makes it a superb match for the high-end homebuilding and remodeling market segment.” Purcell Murray’s dealer network covers California, Nevada, and Arizona.

Murray’s sentiments are echoed by Kirk Woodall, president of Milestone Distributors, Inc. in Dallas, Texas. “Builders see hundreds of new products and materials,” he said. “The Sylvan Source M-600 is truly an exciting, innovative solution to the growing problem of assuring ultra-clean drinking water, and we are proud to add it to our product lines.” Milestone distributes fine home appliances and plumbing products in Texas, Oklahoma, Louisiana, Arkansas, Tennessee, and Mississippi.

“We chose the Sylvan Source M-600 for our showcase home at The Bluffs at Winding Creek to demonstrate the innovation occurring in homes today,” said Rod Wede, president of Ashworth Designer Homes in McKinney, Texas. “The unit delivers ultra-clean water for use in the kitchen and bathrooms, and many visitors have commented on how impressed they are with the technology.”

For builders, the Sylvan Source M-600 eliminates many of the issues associated with older types of water treatment systems. Under-the-sink systems are prone to leakage or hose failure. Reverse osmosis systems typically require up to 10 gallons of untreated water to deliver one gallon of purified water. Other units can be noisy or generate too much heat to be conveniently located in a kitchen.

“Builders can easily install the M-600 in the garage or plumb new construction and offer the system as an option, at little incremental cost,” said Murray. “The ease of installation and the M-600’s certification by leading standards organizations make it a product that builders can confidently recommend to homebuyers. And with no maintenance required, it is an attractive choice for homeowners.”

The Sylvan Source M-600 has earned NSF/ANSI Standard 62 certification for ensuring safe drinking water treatment units. The M-600 delivered more than four times the required contaminant reduction levels for certification. It is currently the only home drinking water treatment appliance to achieve this designation and to be certified by the International Association of Plumbing and Mechanical Officials (IAPMO). These certifications, along with Underwriters Laboratories, Inc. (UL) approval, represent critical industry validation of the M-600’s quality and high performance.

“We designed and tested the M-600 to meet the rigorous needs of distributors and builders,” said Laura Demmons, chief executive officer for Sylvan Source. “We are pleased that the M-600 can help them better meet the needs of their customers for clean, delicious drinking water, as well as provide them with a new source of revenue and differentiation.”

The maintenance-free Sylvan Source M-600 ultra-clean water system integrates degassing, distillation, and demisting technologies into a unique multi-step cleaning process that consistently reduces more contaminants more effectively than other technologies and requires no maintenance.

About Purcell Murray Company, Inc.

The Purcell Murray Company is a distributor of premium kitchen and bath products. Founded in 1981 in the San Francisco Bay Area, Purcell Murray Company employs 110 people and handles the marketing, sales and distribution for premium kitchen appliances throughout California and Northern Nevada as well as La Cornue throughout North America. The company is headquartered in Brisbane, California and maintains showroom and warehouse facilities there and in Southern California.

About Sylvan Source

Sylvan Source delivers technically advanced ultra-clean water systems designed for residential and industrial use. Sylvan Source products produce breakthrough water quality and eliminate the use of chemicals, filters, and membranes to assure consistent water quality and delicious taste over time. Founded in 2003, the company is headquartered in Sunnyvale, California and is privately held. For more information, please visit www.sylvansource.com.

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