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**ZeroWater Launches New Mini Filter as Compatible Filter for Brita Pitchers**

*Mini Filter Debut Allows Consumers to Improve Water Quality without Buying a New Filtering System*

Bensalem, PA – April 2015– ZeroWater launches the new Mini Filter that allows owners of other counter top filtration systems to enjoy the superior filtration technology without having to buy a whole new system. With recent studies showing that top brands in water filtration are not performing as well as they could be, ZeroWater, is handily beating them with the launch of the new Mini Filter. For just a \$4.99 per-filter cost, users of countertop filtration systems can keep their existing containers yet enjoy ZeroWater’s 99.6% dissolved solids removal rate.

According to a “Good Housekeeping” report (<http://bit.ly/1F6pHQQ>) titled “Filters that Really Work,” the dominant Brita actually underperformed ZeroWater. In fact, over the Brita pitcher’s life, “its removal rate for all contaminants decreased (from an already sub-par 60%) more sharply than those of the others tested.” Beating all other filters tested was the ZeroWater pitcher, with a removal rate of above 95% for estrone, PFOA, PFOS, fluoxetine, BPA and ibuprofen. Now, with the launch of its new multi-brand-compatible Mini Filter, ZeroWater brings its top-quality filtration performance to Brita users.

How does ZeroWater manage to tackle so many more contaminants? “There are only three ways to truly purify tap water: reverse osmosis, distillation and dionization,” explains CEO Doug Kellam. “ZeroWater uses a five stage system which includes dionization which means for our customers virtually all dissolved solids (e.g., aluminum, lead, zinc, nitrate, etc.) that may be left over from public water systems or that may have even leached into water from piping are removed. As a result, we are able to achieve a removal rate of 99.6% compared to Brita’s approximate 65%.”

Using a five-layer filtration process versus the two stages that Brita uses, in all ZeroWater filters including the newest Mini Filter, ZeroWater produces the purest-tasting water on the market. The newest product is also equipped with color change technology, which allows users to know exactly when to change the filter.

ZeroWater Mini Filter enables consumers of all popular brands of pitchers to enjoy it. One Amazon reviewer, C.M. Baker, says that water filtered with ZeroWater “tastes as good as bottled with less plastic taste.” Baker adds, “Over the years I have used many forms of water filtration, purification and associated devices: Brita, Pur and others. I can honestly say this is the best consumer-grade filter I’ve used.”

The newly launched ZeroWater Mini Filter is available at select retailers across the United States and Canada. For more information, please visit [www.zerowater.com](http://www.zerowater.com). Interested media may arrange a meeting with company management by calling (512) 294-6218.

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**About Zero Technologies, LLC**

Zero Technologies, LLC has developed the Zero Water Filtration System with the mission of delivering the best filtration possible to consumers through its patented 5-stage ion exchange filter, which removes virtually all total dissolved solids (TDS). No other filter pitcher or dispenser can make this claim. By removing virtually all TDS, ZeroWater is the only gravity-fed filtration system to match the TDS levels found in Purified Bottled Water. To date, the breakthrough ZeroWater filter has received certifications by NSF International and the Water Quality Association for the removal of copper, iron, zinc, aluminum, lead, chromium, mercury, chlorine and hydrogen sulfide. In addition, Good Housekeeping Research Institute findings reveal that ZeroWater filters remove more pharmaceuticals and chemicals than Brita and PUR.