

WORLD CLASS BARISTAS TAP BEST WATER TO MAKE FINEST COFFEE CREATIONS

Everpure provides water filtration systems for Ultimate Barista Challenge

LOS ANGELES, CALIFORNIA (August 20, 2010) – Who makes the best cup of joe, and how do they do it? Everpure, a leading foodservice industry supplier, partnered with the Ultimate Barista Challenge® (UBC), to find the answer to this question. The contest, taking place in numerous cities in the US and around the world, just concluded its Los Angeles-based duel on August 16, and utilizes special Everpure-formulated water to ensure that the baristas have the perfect foundation for their creations.

The UBC brought the nation's best baristas together to compete in four categories: Espresso Frappe, Latte Art, Espresso Cocktail and Best of Brew Challenge. Over 10,000 industry specialists attended the Western Foodservice Expo, with almost 1000 people in attendance at the UBC Stage throughout the 3 day Ultimate Barista Challenge

"The exceptional water made possible by Everpure Claris Systems, coupled with state of the art equipment and high caliber baristi challengers made this truly an Ultimate Barista Challenge," says Danny Johns, UBC Head Judge. "An important factor for the UBC is the quality of coffee which begins with exceptional filtered water by Everpure. Thank you for your vision and support."

Everpure supported the UBC event by providing the filters for the espresso machines in the competition. Additionally each UBC finalist received the Everpure's Claris Water Technology filtration system. The Claris system is a family of water filter cartridges specifically designed for hot drink machines. These innovative cartridges help reduce lime scale and harmful contaminants which affects water taste and odor, ultimately affecting the quality of the brewed coffee, espresso, tea and other hot drinks.

The system provides:

- Five stage filtration
- Superior DuoBlend technology for customized water
- MultiValve head with auto shut off
- Quick change cartridges
- One head fits all cartridges

"Everpure is committed to providing the best water products to the foodservice and specialty coffee industries to ensure that they are serving their customers the finest food and beverages possible," said Roy Parker, Senior Marketing Manager for Everpure. "As such, we are committed to educating the industry about the importance of filtration systems in water using equipment, to reduce scale build-up and provide premium water for their operations."

The Ultimate Barista Challenge® is the newest creative format in barista competitions reaching a broad range of baristi, coffee professionals, chefs, restaurateurs, coffee enthusiasts and consumers featured at high profile, highly attended professional trade expositions throughout the world. The Ultimate Barista Challenge has appeared in New York, Los Angeles, Orlando, Florida, China, and Korea with more countries signing on.

About Everpure

Everpure, a leading foodservice industry supplier, has been manufacturing commercial water treatment products, solutions and services worldwide since 1933. Everpure is also a trusted provider of water treatment products to the vending, consumer, marine and aviation markets. Industry leaders around the world rely on Everpure for quality water treatment. In 2004, the company became part of the Water

Technologies Group of Pentair, Inc. (NYSE: PNR). For more information on Everpure, visit the company's web site at www.everpure.com.

About the UBC

The Ultimate Barista Challenge® (UBC) is an open Dueling Barista® Competition. Barista enters one to four tasty bouts of coffee and espresso challenges: Espresso Frappe, Latte Art, Espresso Cocktails and Best of Brew Challenges and those who win the qualifying round, challenge an Ultimate Barista of their choice in a one-on-one dueling Final Challenge of fast-paced espresso excellence. The Ultimate Barista Challenge® is owned and produced by WholeCup Coffee Consulting, LLC. For more information about this new & cutting edge event, to register, or inquire about available sponsorships, please visit www.ultimatebaristachallenge.com.