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REPLACE MY WATER SOFTENER

THE CULLIGAN ADVANTAGE

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CHICAGO, IL - December 22, 2010 -Concerns about the quality of drinking water continue to make headlines. Most recently, it is with respect to the presence of hexavalent chromium (also known as chromium -6), a probable carcinogen, in the water supply of 35 American cities. Hexavalent chromium has been associated with lung cancer, leukemia, stomach cancer and other cancers, as well as linked to liver and kidney damage in animal studies.[1]

“Culligan believes municipalities supply clean drinking water to their residents, but if residents are looking for an extra level of protection, having a reverse osmosis drinking water system can provide it. With a Culligan Aqua-Cleer® Drinking Water System, consumers no longer need to be alarmed by the headlines. Quality drinking water that is substantially free of potentially harmful contaminants will be accessible to everyone in their home. The Aqua-Cleer Drinking Water System provides an uninterrupted supply of safe, clean water right from the tap,” said Eric Rosenthal, Culligan’s senior vice president of marketing.

The Culligan Aqua-Cleer Drinking Water System is an advanced reverse osmosis (RO) home water filtration system that features 14 interchangeable filters, so the entire system can be customized and configured to address specific water problems. Its patented, multi-stage filtration technology helps to reduce harmful impurities¹ like lead, radium, aesthetic chlorine, arsenic and other impurities - including hexavalent chromium, if they are in the water.

Both hexavalent and trivalent chromium are addressed by the Aqua-Cleer System’s Reverse Osmosis Membrane, while the proprietary Total Defense cartridge targets an extensive list of volatile organic compounds²[4] that a typical RO system cannot. The Aqua-Cleer Drinking Water System has been tested and certified by the NSF International to reduce hexavalent chromium³ by up to 97.7 percent and trivalent chromium by up to 99 percent.[4]

For more information about the Culligan Aqua-Cleer Drinking Water System, contact a Culligan dealer near you, visit www.culligan.com or call 1-800-CULLIGAN.

About Culligan

Culligan has been recognized as the world leading innovator and provider of filtration systems for more than 70 years. Headquartered in the Chicago area, Culligan maintains offices in 11 countries, dealers and licensees in over 90 countries, and a network of more than 700 franchise and company-owned dealers across North America. Culligan offers the most extensive water treatment product line in the world, and its solutions have been backed by the Good Housekeeping Seal, highlighted as a Consumers Digest “Best Buy” and featured on the “Designing Spaces” and “DIY: Deconstruction” national television shows. Culligan is also a founding member of the Water Quality Association and contributing donor to the Water Quality Research Foundation, the research arm of the water quality improvement industry

[1] Contaminants or impurities are not necessarily in your water.

[2] <http://news.yahoo.com/s/afp/healthusenvironmentpollutionwater>

[3] Volatile organic compound is a broad term used to describe many chemicals and compounds that are known carcinogens.

[4] Hexavalent chromium is not necessarily in your water.

[5] Based on Culligan’s R050 membrane, when used as part of the Culligan Aqua-Cleer Drinking Water System

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