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ELEMENT FOUR™ PREVIEWS NEW SYSTEM TO MEET THE WORLD'S DRINKING WATER PROBLEMS AT WEST COAST GREEN TRADESHOW

Element Four's WaterMill pulls water from air to provide users with pure, fresh drinking water

Kelowna, British Columbia (September 15, 2008) — Element Four, maker of the WaterMill, a revolutionary new air-to-water generator, will preview the product at the leading residential green building tradeshow in the country, West Coast Green, September 25-27, 2008 at the San Jose Convention Center in California (Booth #365).

The WaterMill will be available starting in February 2009. Designed to combat the worldwide shortage of clean drinking water, the WaterMill pulls water from an unlimited, untapped source: the air. It draws moisture from the air outside the home and, through the process of condensation, turns it into pure, fresh drinking water.

Under ideal conditions, the WaterMill produces 3.2 gallons (12 liters) of water per day – enough to meet the daily drinking needs of a family of six. At a cost of approximately 11 cents per gallon (three cents per liter), the average operating cost of 35 cents a day is a fraction of that of bottled water, which averages around \$4.00 per day for the same amount of water.

“Element Four offers a new way to satisfy the world’s thirst with the WaterMill, a system that provides fresh, potable water from an unlimited source: the air,” said Rick Howard, CEO of Element Four. “It’s a sustainable solution to many of the world’s drinking water problems. West Coast Green—with its focus on innovation in green building and design—is the perfect forum for the debut of this new technology.”

The WaterMill is designed to be attached to the outside of the home where the air is moist. The water is delivered to various points-of-use systems inside the home, such as a sink faucet, refrigerator, or water cooler. Made with self-purifying technologies and employing the latest antimicrobial processes, the WaterMill delivers fresh and healthy water to users every day. The WaterMill is a sustainable water solution that provides consumers with a reliable, cost effective supply of clean and healthy water.

The core technology of the WaterMill will be used to develop an entire line of products, for use on and off the grid. There are an almost infinite number of situations where an on-hand source of fresh water is vital, including emergency and disaster relief, commercial, government and agricultural applications and remote or recreational activities.

The WaterMill will be available for purchase online at <http://www.elementfour.com> and through distributors in several countries across the globe, including the U.S., Canada, Australia, Italy, Japan, and the Philippines.

For more information about the WaterMill, please visit <http://www.elementfour.com>.

About Element Four

In 2004, Element Four founder Jonathan Ritchey and CEO Rick Howard resolved to create a sustainable solution to the world’s water problems by developing a line of systems that produce clean, fresh water from the ultimate sustainable resource: air. And so Element Four—a company devoted to easing the world’s fresh water shortage—was born. Based in Kelowna, British Columbia, Element Four continues to establish global partnerships with water distributors and licensees across the globe. For more information, visit <http://www.elementfour.com>.

About West Coast Green

As the largest and only conference and expo in the world dedicated to green innovation, building, design and technology, West Coast Green serves as the central gathering point for innovators, business leaders and building professionals. Nationwide, 14,000 designers, green professionals and homeowners come together to network, share resources, grow strategic alliances and foster new ideas that will change the face of the built environment. This year's conference will feature more than 400 exhibitors showcasing the latest in resource-efficiency, as well as more than 200 experts and visionary leaders presenting their latest developments, insights, and inspiration at the expanding frontiers of the field.

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