NEWS RELEASE

Brita Extends Better Water to the Bathroom

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NEW DISPOSABLE FAUCET MOUNTS FOR THE BATHROOM AND KITCHEN LAST UP TO ONE YEAR

OAKLAND, Calif., March 14, 2006 – Getting healthier, great-tasting water just got a whole lot easier. The Brita Products Company today introduces the next stage in water filtration technology -- the only disposable faucet mount systems for the bathroom and kitchen. The new Brita® Disposable Faucet Filtration Systems make it easier to enjoy great-tasting Brita water throughout the house. And, the disposable faucet systems last up to one year without changing the filter, saving consumers time and money.

Water fountain feature

The innovative Brita Disposable Bathroom Faucet Filtration System offers consumers three water stream options: regular tap, filtered water and a filtered water fountain feature. The water fountain is ideal for kids; its hands-free convenience helps avoid germs and bacteria from dirty hands and cups, and makes brushing teeth easier. The system filters up to 50 gallons of water – 12 months of filtration given average use of 2 cups (16 oz.) of filtered water a day.

Disposable system lasts up to 1 full year

The Brita Disposable Faucet Filtration System for the Kitchen lasts up to 1 year with no filter to change (filters up to

300 gallons per year). Both systems install easily with no tools and feature sleek compact horizontal design in stylish chrome for an attractive upgrade to any faucet. Systems have an electronic indicator light that lets you know when it is time to throw away the unit and buy a new one.

"Having healthier, cleaner drinking water throughout the house is becoming more important to families and now they can have a cost-efficient, maintenance-free way to get that. And for those who tend to forget to change their filter, these disposable systems are ideal," said Marc Umscheid, Marketing Manager for The Brita Products Company.

"Consumers who tested the bathroom faucet mount loved it, especially those with small children. They told us that getting rid of the cups in the bathroom and not having to use your hands to rinse your mouth out after brushing was a big benefit," Umscheid added.

Pricing & availability

The suggested retail price for the Brita Disposable Bathroom Faucet Mount System is $24.99 and the Brita Disposable Kitchen Faucet Mount System is $39.99. Systems will be available in March 2006. For more information on availability, visit **www.brita.com**.

About Brita

The Brita Products Company, based in Oakland, Calif., is the leading maker of point-of-use water filtration products to improve the quality and taste of tap water. For more information on Brita and its products, contact 1-800-24-BRITA or visit **www.brita.com**.

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