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# PRESS RELEASE

## Serene Sensors Launches as a New Company

*Focus will be on commercializing the innovative Water Shield – a consumer-grade tap water analyzer*

**Toronto, August 31, 2017:** Serene Sensors Inc. ("Serene") today announced its incorporation as a new entity. With technology initially developed by EnviroSen Inc., the company launches with a strong technical staff and a focused business mandate – to revolutionize the household water quality monitoring market.

The company's mission to deliver water quality monitoring solutions to consumers closely aligns with authoritative reports<sup>1,2</sup> on the need to protect and monitor drinking water supplies in America. This is especially relevant in a time when aging municipal infrastructures and water crises, such as in Flint, Michigan, continue to dominate headlines.

"Serene has immense potential to improve quality of life for families who are commonly exposed to drinking water contaminants. According to a report published this year<sup>1</sup>, nearly 77 million people were served by water systems in 2015 that violated at least one SDWA\* rule. We want to bring complete transparency to household water and create a smart water quality database for infrastructure management," said Hamed Jafari, Co-Founder and Chief Executive Officer of Serene.

"The Water Shield represents a paradigm shift in the household tap water monitoring market. The hardware is built around innovative technology developed by EnviroSen and rigorously tested to meet EPA/WHO standards. With full-automation via a mobile app and accurate, efficient results, for the first time it gives consumers an affordable monitoring tool to protect themselves from water contaminants throughout the year," Jafari noted. Serene is currently focused on creating awareness for its Water Shield product and will begin collecting pre-orders through a Kickstarter campaign starting mid-October.

Serene's management anticipates that strong partnerships within the water filtration and treatment market along with municipal utilities will serve as pillars to grow its business and reach new customers. The company

will be attending influential water and tech events, such as the World Water-Tech North America Summit (Toronto) and Web Summit (Lisbon) later this year to pursue partnership and investment opportunities.

Headquartered in Toronto, Canada, Serene is a cleantech startup seeking to commercialize pioneering technology in the home water quality market.

\*Safe Drinking Water Act

<sup>1</sup> Fedinick, Kristi, et al. *Threats on Tap: Widespread Violations Highlight Need for Investment in Water Infrastructure and Protections*. May 2017 ed., Natural Resources Defense Council, 2017, *Threats on Tap: Widespread Violations Highlight Need for Investment in Water Infrastructure and Protections*. <https://www.nrdc.org/sites/default/files/threats-on-tap-water-infrastructure-protections-report.pdf>

<sup>2</sup> President's Council of Advisors on Science and Technology, Panel on Educational Technology, *Report to the President on the Science and Technology to Ensure Safety of the Nation's Drinking Water*, December 2016. [https://obamawhitehouse.archives.gov/sites/default/files/pcast\\_drinking\\_water\\_final\\_executive\\_summary\\_final.pdf](https://obamawhitehouse.archives.gov/sites/default/files/pcast_drinking_water_final_executive_summary_final.pdf)