



PRESS RELEASE

Start Norit K2 Expedition 2008 - "Expedition to the source of clean drinking water"

On May 16, Wilco van Rooijen and his team departed to Pakistan to make an attempt, in the coming months, to reach the top of the 8.611 meters high K2. Because of its level of difficulty and the great risks involved, the K2 is considered to be the modern-day Holy Grail of mountain climbing. It's not only a very steep mountain with many technical passages, and dangerous due to falling rocks and avalanches. Moreover, it's very remote, with a seven-day walk from the base camp to the nearest village. Almost 3,000 people have already stood on the top of the world's highest mountain, Mt. Everest, compared with only 200 making it to the top of K2.

The theme of the Norit K2 Expedition 2008 is clean drinking water. In December 2007, during a broadcast of the radio [3FM Serious Request](#), van Rooijen made an appeal from the top of Mount Kilimanjaro for contributions to the campaign – "The world cries out for potable water".

During an auction, bids were made for a place on the Norit K2 bearer team that will accompany the climbers as far as the base camp at the foot of the K2. The money collected from this auction went to the Red Cross.

Norit donated 10 Perfector-E compact water systems to the Red Cross during the same campaign and decided to support Wilco's attempt to climb the world's most difficult mountain and ask attention to one of the biggest challenges the world is facing.

The central message of the Norit K2 Expedition 2008 is "In search of the source of clean drinking water". This is ultimately to be found in the glaciers on the heights of K2. The "purified" drop of water will be symbolically followed from The Netherlands along it's route from the tap in the Pakistani capital of Islamabad, through the polluted rivers in the valleys, to the clean thaw water from the mountains. In this way, the expedition, together with Norit 'leading in purification' as main sponsor, want to increase awareness for the world's water problems especially in the [International Year of Sanitation 2008](#). The shortage of sufficiently clean drinking water is an urgent and rapidly growing worldwide problem for more than 2,6 billion people. Generally, however, this problem is solvable, because the technical resources for water purification, such as activated carbon, membrane technology, pumps, valves and quality control equipment, are already available. All that is needed is the will to implement them!

The adventures of the expedition team can be followed "live" at www.noritk2.nl. You can share in the adventure live, via satellite communication from the team's helmet-mounted cameras. Although the main language of the website is Dutch also information in English will be made available.

During the expedition the climbers will use [Norit Filtrix point-of-use technology](#) to secure themselves safe and reliable drinking water. Remember clean water is often the only thing that keeps a climber alive on the mountain.

For more information:

Menno M. Holterman
Chief Growth Officer
Executive Board of Directors, Norit NV
Telefoon: +31 6 22451781
Email: m.holterman@noritpt.com
Website: www.norit.com