



FOR IMMEDIATE RELEASE
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**EPA WATER SENSE® AND NIAGARA® CELEBRATE
EARTH DAY AND EPA'S 40th ANNIVERSARY**
**Niagara Stealth, World's Only Single Flush 0.8 Gallon
High-Efficiency Toilet, on Display at Earth Day Event**

Cedar Knolls, NJ – April 2010 – The Environmental Protection Agency (EPA) is celebrating its 40th Anniversary this year by highlighting its various programs at an Earth Day Weekend event on the National Mall in Washington, D.C. on April 24 and 25. EPA will display WaterSense labeled products, including Niagara Conservation's new Stealth toilet. Niagara Conservation® has been a leading manufacturer of water- and energy-saving products for more than 33 years and joined WaterSense as soon as the program opened partnership opportunities for plumbing manufacturers. The Stealth toilet has earned the WaterSense label, the symbol for high-performing, water-efficient products and is the first and only toilet available with the ability to achieve a powerful, quiet flush using just 0.8 gallons of water.

During the Earth Day weekend celebration, which honors Earth Day's 40th Anniversary, EPA will be hosting the sixth annual National Sustainable Design Expo featuring the EPA's P3 (People, Prosperity, and the Planet) Awards Competition. EPA will be encouraging attendees stopping by to take action to protect our planet by hosting interactive displays, exhibits, and demonstrations that have been developed as part of the EPA's "Healthier Families, Cleaner Communities, A Stronger America" effort. One of the interactive displays will feature Niagara's Stealth Toilet, since it exemplifies a product that meets the criteria of the EPA's WaterSense labeling program.

Water conservation in the bath is important to the overall efforts of conserving water in the U.S., as the country has an estimated 241 million toilets, which use an estimated 1.3 trillion gallons of water.

¹ If every household in America switched to Niagara's Stealth toilet, we could save more than 914 billion gallons of water and \$6 billion in utility bills. Even if just 10 percent of American households converted

^{1,2} According to FEMP (Federal Energy Management Program), EPA, and DOE data applied to Niagara Stealth toilet. Savings can vary by household, state and other external factors.

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to Niagara's Stealth toilet, it could save 91 billion gallons of water per year and provide more than \$640 million in savings on utility bills.²

Activated by simply pressing the flush push button, Stealth technology clears all waste in the toilet bowl, eliminating the need for double flushing or dual flush systems. The technologically advanced engineering inside the Stealth toilet uses 77 percent less water per flush than the older style 3.5 gallon toilet, saving up to 20,000 gallons of water per year and as much as \$150 in savings annually per household on water usage, depending on the wastewater rate.

The patented hydraulic and water-saving technology behind Stealth involves a remarkable combination of air and water working in unison, which helps to deliver a cleaner and more reliable flush. Also, because Stealth technology maintains pressure in the toilet's trapway instead of the tank, it produces a remarkably quiet flush without residual noise. In addition, the Stealth features a sleek, stylish design and is easy to install. The system is also capable of functioning efficiently at varying water pressure levels and has no expensive parts to replace, providing further savings to the homeowner.

"We are thrilled to be celebrating Earth Day by working with the EPA to display the Stealth toilet. Not only is Stealth the only 0.8 GPF single flush toilet on the planet, when paired with a high-efficiency showerhead and aerator from Niagara, it provides homeowners with the perfect eco-friendly, high-efficiency bathroom update kit," states Carl Wehmeyer, Niagara Conservation's executive vice president. "For more than three decades, our company's mission has been to help save water and energy. We're committed to constantly seeking new ways to push the envelope of new technology, ultimately developing products that help save our planet and save homeowners money on their water and utility bills," continued Wehmeyer.

In addition, to displaying the Stealth toilet, EPA will provide WaterSense labeled faucet aerators to attendees. Also, there will be an interactive display to learn about your household water use compared to those in other countries, along with dozens of other interesting EPA displays. EPA's

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location within the event will be in a large tent between 4th and 7th streets on the National Mall in Washington, D.C.

The new Stealth toilet is currently available online at www.itseasybeinggreen.com for a retail price of \$308, and will be coming soon to local retailers, kitchen and bath showrooms, as well as plumbing wholesalers.

With a history of more than 33 years of quality and innovation, Niagara Conservation has earned an unparalleled reputation as the premier manufacturer of high-efficiency water and energy conservation products. Niagara is the leading developer of complete conservation solutions for plumbing professionals, utility companies, government leaders, energy management officials and environmentally conscious consumers. Founder and President William Cutler established Niagara in 1977, and the company is still family owned, headquartered in Cedar Knolls, New Jersey, with satellite offices in California, Texas, Arkansas, Florida, North Carolina and an affiliate company in Toronto. Niagara also serves a global client base.

For more information on the patented Stealth toilet or the Stealth System product kit, visit NiagaraConservation.com, ItsEasyBeingGreen.com or StealthToilets.com or call (800) 831-8383 in the United States or (973) 829-0800 internationally. For media inquiries, contact Maureen Brennan at (312) 946-6075.

The U.S. EPA originated in 1970, when President Richard Nixon and Congress established the organization in response to the growing public demand for cleaner water, air and land. The EPA was tasked with the challenging goal of repairing the damage already done to the environment and to establishing guidelines to help Americans make the transition to a cleaner—and safer—environment a reality. The U.S. EPA does not endorse any products, it just provides labeling and certification programs such as WaterSense to make it easier for consumers to find water and energy conservation products. For more information on the EPA activities at the Earth Day event in Washington, D.C. on the National Mall event visit http://www.epa.gov/watersense/water_efficiency/earth_day.html.

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