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CONTACT: Maureen Brennan
312-946-6075

NIAGARA® DEMONSTRATES 30+ YEARS AS A LEADER IN CONSERVATION
Company Expands Customer Base and Offering of Water- and Energy-Saving Products

Cedar Knolls, NJ – October 2009 – Niagara Conservation was founded in 1977 by William Cutler, who began developing and selling water conservation products from his garage with his wife. Today Niagara has achieved status as a leader in developing new, unique technologies, including the Stealth™, which is world's only 0.8 gallon per flush (GPF) ultra-high-efficiency toilet, and the company is now one of the top five toilet manufacturers in North America. Still family-owned after three decades, the company is driven by an entrepreneurial spirit, and a commitment to designing revolutionary, eco-friendly toilets, showerheads, faucet aerators and other high-efficiency products that utility companies, government leaders, energy management officials, environmentally conscious consumers and now plumber wholesalers and contractors have come to rely upon.

Niagara's success originally resulted primarily from partnerships with water utilities, housing authorities and apartment managers to retrofit existing properties with its water-saving products such as Flapperless® toilet which resulted in significant reductions in water, sewer and energy costs. Major communities have also recently partnered with Niagara to help retrofit homes and business with high-efficiency toilets, showerheads and aerators including Los Angeles, Fort Worth, Austin, Dallas, Atlanta, Seattle, Boston, Baltimore and Philadelphia. The company's water- and energy-saving mission is also international in scope, with successful projects completed or underway in Europe, the Middle East and South America.

Though Niagara has been flying under the radar in the plumbing industry, the company

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has recently launched a major initiative to expand its customer base to include more traditional plumbing wholesalers and professional plumbing contractors. One of the key elements of the company's new distribution efforts is the introduction of a truly revolutionary new product, the Stealth™ ultra-high-efficiency toilet (UHET), the first and only gravity toilet to achieve a powerful, quiet flush using just 0.8 gallons of water.

“At a time when the importance of saving water and energy has become increasingly obvious to customers at all levels, our new Stealth toilet, plus other eco-friendly products, offer the lowest flow and flush rates in the industry,” states Carl Wehmeyer, Niagara Conservation's executive vice president.

In an effort to continuously develop new technology and new products to keep customers ahead of the curve, Niagara Conservation has established a new Wholesale Sales Division under the direction of plumbing industry veteran Paul Kwiat.

“Because of Niagara's considerable experience and contacts working with utilities, housing authorities and other market segments that are highly-receptive to high-efficiency combined with low maintenance, we can do more than just provide superior products,” states Kwiat, director of wholesale business. “We're a well-known brand among utilities and the preferred 'green spec' in the apartment market, which can help drive business to wholesalers and contractors by linking them up with new customers as distribution and installation partners.”

With a history of more than 30 years of quality and innovation, Niagara Conservation has earned an unparalleled reputation as the premier manufacturer of high-efficiency water

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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 about doing business with Niagara, contact Paul Kwiat by phone at (800) 831-8383, ext. 169, or via e-mail: pkwiat@NiagaraConservation.com. For more information about the patented Stealth toilet, visit www.StealthToilets.com or call (800) 831-8383 in the United States or (073) 829-0800 internationally. For media inquiries, contact Maureen Brennan at (312) 946-6075.

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