



FOR IMMEDIATE RELEASE
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NIAGARA® DONATES PRODUCTS TO HABITAT FOR HUMANITY
Offering Help and Hope By Providing Products to Habitat ReStores

Cedar Knolls, NJ – October 2010 – Niagara Conservation, a leading innovator of residential and commercial high-efficiency water- and energy-saving products for more than 30 years, recently donated over 14,000 products to Habitat for Humanity. The donation, which includes products such as Niagara's Earth™ Massage showerhead and Niagara's Flapperless™ 1.6 gallon per flush (GPF) toilet, was distributed among three of Habitat for Humanity's ReStores, two in New Jersey and one in Michigan.

Habitat for Humanity's ReStores sell reusable and surplus building materials to the public. ReStores accept donated goods which are sold to the general public at a fraction of the retail price. The proceeds help local Habitat affiliates fund the construction of Habitat homes within their communities. Niagara Conservation's donation to Habitat's ReStores provides funding for Habitat's community improvement work and it is an environmentally and socially responsible way to keep good, reusable materials out of the waste stream while further supporting the company's conservation mission. In total, Niagara Conservation donated more than \$200,000 worth of product, which is the monetary equivalent of 1,000 low-flow toilets, 5,000 boxes of nails, 667 windows and 500 kitchen sinks combined, according to Habitat's Web site.

"Niagara Conservation admires the work Habitat for Humanity International does for people in the U.S. as well as abroad," says Carl Wehmeyer, Niagara Conservation's executive vice president. "Not only are the proceeds from the sales of the donated products going to help

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build homes for those in need, but at the same time we're assisting in reducing waste, recycling and conserving water and energy.”

Habitat for Humanity International is an ecumenical Christian ministry that welcomes to its work all people dedicated to the cause of building simple, decent, affordable houses for those who lack adequate shelter. Since its founding in 1976, Habitat has built more than 350,000 houses worldwide, providing affordable shelter for more than 1.75 million people. For more information, visit www.habitat.org.

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 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 the full range of Niagara's other water-saving and energy-saving products, visit www.NiagaraConservation.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.

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