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NIAGARA® SHOWERHEADS RECEIVE EPA WATERSENSE® CERTIFICATION
Earth® and Prismiere® Showerhead Products Recognized as Water- and Energy-Saving

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, now has 19 products within the company's Earth and Prismiere showerhead lines that have been WaterSense certified by the Environmental Protection Agency (EPA). As an EPA WaterSense certified product, select Niagara Earth and Prismiere showerheads have been tested and proven to demonstrate a water flow rate of 2.0 gallons per minute (GPM) or less, as well as provide an enjoyable shower experience that meets the performance criteria for spray intensity and water coverage.

With nearly 30 - 35 percent of a family's total indoor water consumption resulting from shower use, Niagara Earth Massage showerheads offer a luxurious shower without sacrificing water, energy and utility bill savings. Ensuring up to 40 percent less water usage than "low-flow" showerheads with traditional flow restrictors, Earth showerheads can help save nearly 7,300 gallons of water per year and are available with 1.25, 1.5 and 2.0 GPM flow rates. A patented, non-removable compensator device in the showerhead maintains a consistent flow rate by adjusting flow as water pressure fluctuates from 30 psi to 80 psi. Earth Massage showerheads also feature nine jets that are adjustable from a gentle spray to a forceful turbo jet massage. Niagara offers the Earth Showerheads in three sleek styles – an easy to install wall mount available in a white or chrome finish, a pampering chrome-finished handheld with a 72 inch tangle-free hose and the Earth Soap & Soak™ showerhead in white or chrome, which

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helps achieve optimum water savings by giving the user control of the water's flow with a patented pause valve. Earth showerheads that have been WaterSense certified include the following: fixed mount 1.25 GPM in White and Chrome (N2912, N2912CH), the 1.5 GPM in White and Chrome (N2915N, N2915CH), the 1.5 GPM in White with Soap & Soak Valve (N2915-V), the 1.75 GPM in White and Chrome (N2917, N2917CH), the 2.0 GPM in White and Chrome (N2920, N2920CH) and with Soap & Soak Valve in White (N2920-V), as well as the hand held 1.5 GPM in Chrome (N2945CH) and the 2.0 GPM in White and Chrome (N2935, N2935CH).

Niagara's Prismiere showerheads are the ideal solution for multi-family housing applications. Composed of a corrosion resistant high impact ABS thermoplastic body, the easily installed, adjustable Prismiere showerhead combines a stylish appearance with the ultimate in performance. With flow control technology, Prismiere showerheads allow for a consistent flow rate regardless of water pressure. Available in 1.5, 1.75 and 2.0 GPM, Prismiere can save up to 7,300 gallons of water per year per shower. Prismiere showerheads receiving the WaterSense certification include the following: fixed mount 1.5 GPM (N2815) with Soap & Soak Valve (2815-V), the 1.75 GPM (N2817) with Soap & Soak Valve (N2817-V), and the 2.0 GPM (N2820) with Soap & Soak Valve (N2820-V).

"Niagara is proud to have nearly 20 EPA WaterSense certified water- and-energy-saving showerheads," says Carl Wehmeyer, Niagara Conservation's executive vice president. "Showcasing the WaterSense certification on our Earth and Prismiere showerheads, as well as our Stealth toilet, helps our customers to further understand how Niagara's products can help them to conserve both water and energy, as well as save them money on their utility bills."

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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.

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 showerheads and 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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