



FOR IMMEDIATE RELEASE
CONTACT: Maureen Brennan
312-946-6075

NIAGARA® ANNOUNCES 2010 REP OF THE YEAR
The Roemer Agency Honored by Niagara for Outstanding Efforts

Cedar Knolls, NJ – January 6, 2011 – Niagara Conservation, a leading manufacturer of water- and energy-saving products, recently named The Roemer Agency of Mansfield, Texas, as the winner of the 2010 “Rep of the Year” award. Niagara’s annual “Rep of the Year” award is the company’s highest honor that can be awarded to a sales representative agency. The award signifies their extraordinary involvement with Niagara and success throughout the year, as well as their ability to cultivate sales by bringing Niagara’s innovative conservation products to their markets.

Niagara presented The Roemer Agency with this prestigious award based on their significant sales volume increase, as well as their exceptional work with Niagara’s products overall. In particular, throughout Texas and Oklahoma, the Roemer agency helped to launch Niagara’s revolutionary new conservation product - the Stealth Toilet, the first and only toilet available with the ability to achieve a powerful, quiet flush using just 0.8 gallons of water per flush. The success of this launch demonstrated the Roemer agency’s ability to effectively introduce and highlight the long-term benefits of conservation products within their local markets.

Paul Kwiat, director of wholesale business from Niagara Conservation and Matt Voorhees, national accounts manager, presented the award on behalf of Niagara Conservation during their annual sales meeting in December in Cedar Knolls, NJ. Jim Roemer, president of The Roemer Agency, and Michael Roemer, vice-president of The Roemer Agency accepted the highly coveted award on behalf of their agency.

- more -

NIAGARA ANNOUNCES 2010 REP OF THE YEAR – PAGE TWO

“We were proud to present Niagara’s ‘Rep of the Year’ award to the Roemer Agency, as their team did an exceptional job of launching Niagara’s range of products, from the Stealth toilet to the Earth showerhead, into the marketplace. The Roemer agency found creative ways to highlight the conservation benefits of Niagara’s products, especially to the apartment market, helping them to achieve an incredible sales volume and, in turn, the ‘Rep of the Year’ award from Niagara,” noted Kwiat.

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 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.

#