



FOR IMMEDIATE RELEASE
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**NIAGARA CONSERVATION® STEALTH® SYSTEM HELPS ATLANTA
HOMEOWNERS SAVE MONEY, WATER**

Amidst Drought Concerns, System Saves Up To 40,000 Gallons of Water per Year

Fort Worth, TX – May 30, 2012 – With higher than average temperatures across Georgia this past winter, many homeowners are experiencing drought concerns as summer nears. Local municipalities have started issuing water restrictions to conserve this important resource in the hot summer months. One simple step homeowners can take to conserve water, outside of following local restrictions, is to look at water usage in the bathroom. According to the Environmental Protection Agency (EPA), the bathroom is the largest water waster in the house, with the toilet alone using 27 percent of household water. While older toilets use 3.5 gallons per flush (GPF), high efficiency toilets use 75 to 80 percent less water, easily helping homeowners conserve water and save money on their utility bills.

Niagara Conservation is helping Atlanta reduce water and energy usage with its revolutionary Stealth System which can save a homeowner up to 40,000 gallons of water per year. This three-part system includes the ultra-high-efficiency (UHET), EPA Water Sense® labeled Stealth toilet, the first and only toilet available with the ability to achieve a powerful, quiet flush using just 0.8 gallons of water, a high-efficiency, high power Tri-Max showerhead with three unique flow options and a low-flow faucet aerator. Due to Niagara's Stealth System's exceptional water saving abilities, if just 25,000 homes were converted to this system, one billion gallons of water could be saved in one year.

Niagara recently put the Stealth System to the test, using the water and sewerage cost for Atlanta to determine how much savings would result from installing the Stealth System. With household savings based on a three-person household, homes in Atlanta would save \$1,391.48 annually, drastically reducing utility bills and helping to conserve water across the state.

Saving Starts with Stealth

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

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engineering inside the Stealth toilet results in extraordinary water and utility bill savings that go a step beyond standard water-saving toilets. In fact, by using 77 percent less water per flush than the older style 3.5 gallon toilet, the Stealth toilet alone can help to save up to 18,000 gallons of water per year, which translates to up to a 60 percent savings on water usage and utility bills.

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.

The Super-Saver Showerhead

Continuing to save in the bathroom, Niagara's Tri-Max showerhead offers 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, the showerhead can help save nearly 8,000 gallons of water per year. The Tri-Max offers three adjustable spray options that the homeowner can select from while showering. By simply turning the showerhead, the homeowner can use the 0.5 GPM for soaping, the eco-friendly 1.0 GPM or the 1.5 GPM power rinse mode. Also, a patented, non-removable compensator device in the showerhead maintains a consistent flow rate by adjusting flow as water pressure fluctuates.

Lower Utility Bills with Low-Flow Aerator

Installing Niagara's Tri-Max low-flow faucet aerator on a bathroom faucet not only saves water and energy but helps reduce utility bills as less water needs to be heated. The Niagara Tri-Max bathroom aerator, through a simple turning mechanism, offers three powerful flow rates of 0.5 GPM for face-washing, the eco-friendly 1.0 GPM or the 1.5 GPM power flow mode. Incorporating a patented pressure compensator, Niagara's Tri-Max aerator ensures a constant flow and steady stream of water regardless of the home's water pressure or psi (pounds per square inch). With the aerator flow

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control constructed of long-lasting Celcon plastic and the housing constructed of solid brass with highly polished chrome finish, Niagara's Tri-Max aerator provides significant savings over the standard 2.2 GPM bathroom (60 psi) faucet aerator.

"Because we're based in Texas, we understand the importance of conserving water and energy in Atlanta during the long summer months," states Carl Wehmeyer, Niagara Conservation's executive vice president. "Our company was founded on the principles of environmental conservation, and for more than 30 years, Niagara has constantly sought innovative water-saving solutions and developed products that can help homeowners go green without sacrificing performance and save money at the same time."

The Stealth System product kit including the toilet, showerhead and aerator is currently available online at www.itseasybeinggreen.com for a retail price of \$325, and will be coming soon to local retailers, kitchen and bath showrooms, as well as plumbing wholesalers.

With a history of nearly 40 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 Fort Worth, Texas, with satellite offices around the world.

For more information about the Stealth system and Niagara's other water-saving and energy-saving products, visit www.NiagaraConservation.com, or call 800-831-8383. For media inquiries, contact Maureen Brennan at 312-946-6075.

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