



FOR IMMEDIATE RELEASE
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**CALIFORNIA WATER CONSERVATION PROGRAM USES
HIGH-EFFICIENCY PLUMBING PRODUCTS TO REDUCE UTILITY BILLS**
**Niagara's Easy-to-Install, Eco-Friendly Stealth® Toilets, Earth® Showerheads
and Aerators Combine to Save Water and Money for Residents**

Fort Worth, TX – January 31, 2012 – In 2011, Niagara Conservation®, a leading manufacturer of water-saving and energy-saving products, teamed up with the Elsinore Valley Municipal Water District (EVMWD) in Elsinore Valley, CA, to create a pilot program helping local residents and business owners to save water by installing Niagara's ultra high-efficiency 0.8 gallon per flush (GPF) Stealth toilet, Earth showerheads and aerators. EVMWD, along with many other water agencies across the country, are continuously searching for ways to save water without raising costs and many are now leveraging new, water-conserving plumbing technologies as an ideal solution.

The Elsinore Valley pilot program was a free initiative, with EVWMD and Niagara providing up to two Stealth toilets, two low-flow 1.5 gallon per minute (GPM) Niagara Earth massage showerheads and 1.5 GPM kitchen or bathroom faucet aerator to applying customers. The program began on January 27, 2011, as EVWMD installed 42 Stealth units in 21 homes, a Homeowners Association (HOA) clubhouse and a hotel. Along with supplying the free showerheads and aerators, Niagara also provided recycling for the old units being removed. In two days, the Stealth toilets had completely sold out, after more than 2,500 installations were processed within the first 24 hours. At the end of the pilot program's three and a half month run, municipality residents saw an 11 percent decrease in their water bills.

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NIAGARA HIGH-EFFICIENCY PRODUCTS REDUCE UTILITY BILLS – PAGE TWO

Overall, the Stealth's savings are estimated at 118 acre foot (AF) per year and 2,347 AF over 20 years. In perspective, a typical suburban family uses approximately one acre foot (AF) of water per year. Over the course of the 20-year-life of the Stealth toilets installed, the total savings will be approximately \$2,036,000 for the homeowners in the area who participated in the program. In addition to the Stealth's water-saving ability, the toilet was highly ranked by Elsinore Valley customers in a survey conducted in mid-August, after the pilot program was complete. According to the survey, 92 percent of customers would recommend the toilet to others.

"The Elsinore Valley pilot program was a great way for our customers and the world to see the extreme water conservation abilities associated with Niagara's Stealth toilet, Earth showerhead and aerators," states Carl Wehmeyer, Niagara Conservation's executive vice president. "We're extremely proud of our efforts. For more than three decades, our company's mission has been to help save water and energy. We're committed to constantly seeking new ways to push the envelope with new technology and water conservation methods."

STEALTHY SAVINGS

The Stealth toilet is the first ultra-high-efficiency toilet with the ability to achieve a powerful, quiet flush using just 0.8 gallons of water. The system works by clearing all waste in the toilet by simply pressing the flush push button, eliminating the need for double flushing or dual flush systems. The technologically advanced 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 3.5 gallons per flush (GPF) toilet, the Stealth toilet helps to save up to 20,000 gallons of water per year which

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NIAGARA HIGH-EFFICIENCY PRODUCTS REDUCE UTILITY BILLS – PAGE THREE

translates to \$150 in savings per year on water usage, depending on the wastewater rate.

The patented hydraulic and water-saving technology behind Stealth involves a remarkable combination of air and water working in unison. At the conclusion of each flush, as water fills the tank and inner chamber, air is forced down through a transfer tube and into the trapway. As a result, this pressurizes the trapway and creates a larger water surface in the bowl, helping to deliver a cleaner and more reliable flush. When the toilet is flushed again, the vacating flush water creates a vacuum that depressurizes the trapway. This creates extraordinarily powerful siphonic suction, as the trapway is quickly and completely filled with waste water from the bowl. The ceramic trapway is fully-glazed, which also helps ensure the bowl is cleared with each flush. And, because Stealth maintains pressure in the trapway instead of the tank, it produces a remarkably quiet flush without residual noise.

SHOWERHEAD AND AERATOR COMBO INCREASE EFFICIENCY

With nearly 30 - 35 percent of a family's total indoor water consumption resulting from shower use, Niagara Earth massage showerheads provide a luxurious shower without sacrificing water, energy and utility bill savings. Using up to 40 percent less water than "low-flow" showerheads with traditional flow restrictors, Niagara's Earth showerheads offer three spray settings – needle, massage and combination of the two. Also, a patented, non-removable compensator device in the showerhead maintains a strong, consistent flow rate regardless of water pressure. Niagara's kitchen and bath aerators can save up to 5,460 gallons of water while still producing forceful streams at a reduced flow rate which minimizes the amount of energy needed to heat water.

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NIAGARA HIGH-EFFICIENCY PRODUCTS REDUCE UTILITY BILLS – PAGE FOUR

In addition, Niagara's Stealth toilet and Earth Showerhead used in this project have both been WaterSense® certified by the Environmental Protection Agency (EPA). As an EPA WaterSense certified product, Niagara's products have been tested and proven to demonstrate a low water flow rate, while still meeting the high-level performance criteria specified.

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 Fort Worth, Texas, with satellite offices around the world.

For more information on the patented Stealth toilet, visit 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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