

**PRESS RELEASE****FOR IMMEDIATE RELEASE**

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Contact: Joan Schweighardt  
[joanschweighardt@mac.com](mailto:joanschweighardt@mac.com)**NEW JERSEY'S NIAGARA CONSERVATION WINS  
2008 HOME DEPOT MERCHANDISING INNOVATION AWARD**

Cedar Knolls, NJ (October 20, 2008) -- Niagara Conservation, the leading manufacturer of high-efficiency residential conservation products, has been honored by Home Depot with a 2008 Merchandising Innovation Award. The annual award, bestowed at Home Depot's Atlanta headquarters, recognized only three manufacturers out of more than 1,000 Home Depot vendors. Niagara was singled out for the development of its revolutionary Flapperless toilet, which saves up to \$100 or 12,000 gallons of water annually. There are 100 million toilets in the U.S. that flush at 3.5 gallons or higher, and if just half of these older models were replaced with high-efficiency toilets, 600 billion gallons of water would be saved each year.

The Merchandising Innovation Award highlights innovative, ground-breaking products available at Home Depot that provide true benefits to consumers. Niagara Conservation ([www.niagaraconservation.com](http://www.niagaraconservation.com)), a privately owned New Jersey business, competed with many larger companies for the award. "At a time when going green is not just trendy but a local, global and economic necessity, Niagara's goal is to provide products that save consumers money while conserving the earth's resources," Carl Wehmeyer, executive vice president at Niagara, said. "The Flapperless toilet is one of our most popular products because you can save over 100,000 gallons of water over the life of the toilet."

The Flapperless toilet, which uses unique tip-bucket technology, is currently available at Home Depot under the Pegasus & Glacier Bay private label brands. Niagara also manufactures high-efficiency showerheads, faucet aerators, water and energy conservation kits and other conservation products. The company offers a complete line of energy and weatherization products as well as water and energy conservation programs and services for utilities, government agencies and other companies in need of conservation management.

For more information about Niagara Conservation or the Flapperless toilet, visit [www.NiagaraConservation.com](http://www.NiagaraConservation.com) online or call (800) 831-8383 in the United States or (973) 829-0800 internationally.

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**ABOUT NIAGARA CONSERVATION**

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 utility companies, government leaders, energy management officials and environmentally conscious consumers. Founder and president William Cutler established Niagara in 1977, and today the company is a multi-million dollar organization located 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 throughout North America, South America, the Caribbean, Europe, the Middle East, and Australia.