

NIAGARA CONSERVATION SUPPORTS PRESIDENT-ELECT BARACK OBAMA'S WEATHERIZATION INITIATIVES

Cedar Knolls, NJ (December 9, 2008) – President-elect Barack Obama stressed the importance of weatherization – the effort to make buildings more energy-efficient – as part of his Radio Address on the Economy on Saturday, Dec. 6. Niagara Conservation, a leading manufacturer of high-efficiency water and energy conservation products, supports President-elect Obama's efforts to encourage more homeowners and businesses to install energy-efficient products in their homes and offices.

President-elect Obama said, in part, "Today, I am announcing a few key parts of my plan. First, we will launch a massive effort to make public buildings more energy-efficient. Our government now pays the highest energy bill in the world. We need to change that. We need to upgrade our federal buildings by replacing old heating systems and installing efficient light bulbs."

Niagara Conservation supplies utilities, contractors, individuals, and companies with products ranging from energy-efficient light bulbs and shrink-fit window weatherization kits to thermal barriers for storm windows, clear safety caps to seal outlets, draft stopper gaskets and door and window adhesive weather strips. The company also produces an educational energy conservation wheel that provides energy-saving tips for consumers and an air filter whistle that signals when it is time to change furnace filters, among other high-efficiency, energy-saving products and accessories.

"For thirty years Niagara Conservation has been developing products that help both homeowners and businesses weatherize their buildings," Carl Wehmeyer, executive vice president at Niagara, said. "At this critical time in our nation's history and economy, we are thrilled that President-elect Barack Obama sees the importance of these efforts and is encouraging more Americans to think about weatherization and energy efficiency."

Developers, contractors, utilities and other interested parties can learn more about Niagara Conservation's products and business partnerships at www.NiagaraConservation.com. Niagara products are available to consumers online at www.ItsEasyBeingGreen.com.

"Many homeowners think that weatherization is a major project that requires the aid of a contractor, but that's not the case," Wehmeyer said. "There are numerous inexpensive products that can be easily installed in any home and that can make a big difference in energy usage and the cost of utility bills. Consumers might be surprised to learn that everything they need to weatherize their home is available in one of our affordable EcoKits."

ItsEasyBeingGreen.com, which launched just last week, is offering one free Green House EcoKit™, a \$30.99 value, to the first 100 customers who place an order of \$25 or more.

EcoKits combine some of the company's top-selling, easy-to-install water and energy conservation products in one recyclable package.

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.