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EPA HONORS NIAGARA CONSERVATION WITH A 2011 WATERSENSE EXCELLENCE AWARD

FORT WORTH, Texas – (October 6, 2011) – Niagara Conservation Corporation, a leading manufacturer of water- and energy-conservation products and services, is pleased to announce it has been named a 2011 WaterSense Excellence Award winner in the manufacturer category by the U.S. Environmental Protection Agency (EPA).

The EPA made its announcement on Oct. 5 during the WaterSense Awards Banquet, held in conjunction with the 2011 WaterSmart Conference and Expo in Las Vegas, Nev. This annual banquet recognizes industry partners in the EPA's WaterSense program that do the most to promote WaterSense-labeled products.

"This is an incredibly proud moment for us," said Niagara Conservation Corp. CEO William Cutler. "At Niagara, we've always done our best to engineer, manufacture, promote and sell products that conserve water without sacrificing performance. It's because of this commitment that we wholeheartedly support and believe in the EPA's WaterSense program and mission."

Niagara Conservation is a partner in the EPA's WaterSense program, which seeks to help save water for future generations by promoting water efficiency and WaterSense-labeled products. Products with the WaterSense label are those that have been evaluated and proven to be 20 percent more water efficient than average products in their category, while performing as well or better than their less-efficient counterparts.

Niagara Conservation earned one of this year's WaterSense Excellence Awards for its 2010 campaign to increase public awareness of the WaterSense label. In addition to donating showerheads to the "We're for Water" kickoff, a campaign to promote household water conservation, the company also placed billboard advertisements in Times Square and Las Vegas that highlighted the benefits of WaterSense-labeled Niagara toilets. Additionally, Niagara promoted WaterSense-labeled products through brochures, marketing materials, product guides, websites and product demonstrations for customers.

"I founded Niagara based on the idea that water- and energy-efficient products can contribute to a better quality of life for all," Cutler said. "With more individuals, companies and organizations taking part each year, I believe the WaterSense program is making a positive difference in people's lives while saving our planet's most precious natural resource."

For more information about Niagara Conservation and its water and energy conservation products, visit www.niagaraconservation.com.

ABOUT NIAGARA CONSERVATION

Niagara Conservation Corporation, based in Fort Worth, Texas, is a leading manufacturer of water and energy conservation products and services. The company, founded in 1977 by William Cutler, has revolutionized the utility conservation industry with its [ultra-high efficiency toilets](#) including the revolutionary Stealth® UHET 0.8GPF toilet, [low-flow showerheads](#) and [aerators, lawn and garden](#) products and award-winning EcoKits™. Niagara Conservation truly embodies [It's Easy Being Green®](#) philosophy believing that by developing and introducing water and energy



conservation products, programs and services, the company is contributing to a better quality of life for all. Niagara Conservation hosts satellite offices in New Jersey and California. The company also has international offices in Saudi Arabia and Chile and owns a manufacturing facility in China. Niagara serves a global client base throughout North and South America and the Middle East. For more information on Niagara Conservation products and services, visit www.niagaraconservation.com, become a fan on [Facebook](#), or follow us on [Twitter](#).

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