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PRESS RELEASE

Canadian Landfills Just Got a Little Bit Smaller EcoWater Canada Launches the First Recycling Program of its Kind

March 25, 2008 – Toronto, ON. EcoWater Canada is pleased to announce the first ever recycling program specifically designed for used EcoWater Reverse Osmosis (RO) water filtration cartridges. The program will launch in a test market of eight distinctive regions through EcoWater authorized dealers only. The National roll out of this program will begin in the summer of 2008.

This is a wonderful opportunity for consumers to take advantage of the program, which will be good for the environment as well as providing better drinking water for their families. Use of an RO system and reusable containers will reduce the amount of plastic water bottles in landfills.

Once the full roll out begins, EcoWater Canada will launch a National Consumer awareness program to educate consumers about the benefits of RO drinking water and the importance of the recycling program.

Paul Godin, President of EcoWater Canada says, "Our program appeals to consumers because they know that they are contributing to a cleaner, greener future. Not only are they preserving the environment by using water filtration as opposed to plastic water bottles, but they are recycling the cartridges.

EcoWater Canada has been moving toward a cleaner, greener future for all Canadians. Launched in early 2007, the "Clean water. Green future" company message endorses their commitment to clean water through green solutions and programs to recycle the systems they manufacture.

"EcoWater has partnered with Fielding Chemical Technologies Inc. who operates the most sophisticated chemical and refrigerant recycling operation in Canada. Giving new life to spent chemicals through research, innovation and state of the art processes, Fielding is providing the best available end of life treatment for the spent Reverse Osmosis (RO) water filtration cartridges. While Fielding continues to search for reuse or recycling opportunities they are proud to be involved in diverting EcoWater cartridges from land fill to use as an alternative fuel. In this case, the spent cartridges will fuel electricity generation through a process which is environmentally responsible"

Godin added, "We are empowering our customers to take control of their health. There are many things we can do without – water is not one of them. Our filtration systems give them the freedom to know their drinking water is consistently pure and free of pollutants and toxins. Now they have the added benefit of knowing the systems that deliver their clean filtered water are also environmentally friendly."

About EcoWater:

An industry leader since 1925, EcoWater Systems has consistently offered its customers innovative, state-of-the-art technology, quality products and excellent post-installation service. EcoWater is the world's largest manufacturer of residential water treatment systems. You can trust EcoWater products and expertise to improve the quality of water in your home. EcoWater Systems is a member of The Marmon Group of companies, an international association of more than 100 autonomous manufacturing and service companies. Please visit the EcoWater Canada website at www.ecowater.ca. For more information on Fielding Chemical Technologies Inc., please visit www.fieldchem.com.

For more information please contact:

Alan McLaren, Infinity Communications Inc.
alan@infinity-pr.com
416-573-2307
877-257-5556