



For immediate release

Professional Water Technologies enters into a sales representation agreement with Omya for EMEA market

Vista, CA, September 6, 2011 – Professional Water Technologies (“Professional Water Technologies” or “PWT”), specialized in reverse osmosis specialty chemicals and membrane forensics services, announces today that it has signed a sales representative agreement (the “Agreement”) with Omya International AG (“Omya”), a leading global producer of industrial minerals, and a worldwide distributor of chemical products. Under the Agreement, Omya will represent PWT’s complete line of reverse osmosis antiscalants and membrane cleaners in Europe, the Middle East and Africa (“EMEA”).

“We are proud to team up with Omya—a recognized leader in its industry with a truly global reach and a growing team of water treatment experts. This Agreement with Omya greatly expands the reach of our sales force in EMEA, a vast region of the world that includes both mature and high-growth potential countries”, stated says **David Russell**, Vice President, Specialty Chemicals and Services. “This initiative provides us with a powerful new tool to grow our international sales and add to the sustained revenues already generated by our existing distributors worldwide. It is an integral part in PWT’s sales growth plan, in conjunction with the recent additions to our North American internal sales force and our continuous focus on leveraging H₂O Innovation’s installed base”, concluded David Russell.

In EMEA, Omya will represent Professional Water Technologies’ line of patent-pending sustainable high performance reverse osmosis chemicals and membrane cleaners, including its flagship product SpectraGuard™ SC, an 11x super-concentrated phosphate-free membrane antiscalant. The Agreement reinforces both PWT’s current U.S.-based internal sales force covering the EMEA market and its current distributors in the region. The terms of the Agreement remain confidential.

The annual global demand for desalination antiscalants and membrane cleaners is estimated to exceed \$500 million US, according to data compiled by Global Water Intelligence and Desaldata.com, with EMEA representing a significant percentage of the total figure.

Existing PWT resources have been assigned to support this initiative and have already started to train and provide marketing support to Omya’s sales teams.

The announcement of the Agreement takes place today during the IDA World Congress 2011 on Desalination and Water Reuse being held in Perth, Australia, September 4-9. H₂O Innovation, Professional Water Technologies and Omya have delegates on site participating at the trade show and conference, where H₂O Innovation’s Guillaume Clairret, Vice President, Strategic Business Development, will officially start his two-year term as a member of the IDA’s Board of Directors. The International Desalination Association (IDA) is a non-profit organization dedicated to the development and promotion of the appropriate use of desalination and desalination technology globally.



Omya is a leading global producer of industrial minerals, mainly fillers and pigments derived from calcium carbonate and dolomite, and a worldwide distributor of chemical products. The company's major markets are the paper, plastics, paint/coatings/adhesives industries as well as construction, environment, agriculture, food and pharma. Founded in 1884 in Switzerland, Omya has a global presence extending to more than 100 locations in over 50 countries and 7,000 employees.

About Professional Water Technologies

Professional Water Technologies develops, manufactures and sells specialty chemicals for industrial and commercial reverse osmosis (RO) processes. Its environmentally friendly phosphate-free super-concentrated antiscalants are eleven times more concentrated than standard antiscalants, reducing shipping/handling by 90% and reduce drum disposal requirements. With a complete line of RO pretreatment and maintenance products, comprehensive analytical and technical capabilities, and a progressive research and development group, PWT offers solutions to maximize the efficiency and economy of RO operations.

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