



Contact: Randall Goble, Dir. MarCom, Falcon Waterfree Technologies, LLC
Phone: 616-954-3570; email: rgoble@falconwaterfree.com

FOR IMMEDIATE RELEASE

Retired Army Lieutenant General Rosenblum and Ron Gastelum Named to Falcon Board of Advisors

Grand Rapids, MI – April 18, 2005 – Distinguished military veteran and former Pentagon official, Retired Army Lieutenant General Donald E. Rosenblum, and accomplished water supply leader Ron Gastelum have received appointments to the Board of Advisors for Falcon Waterfree Technologies – the world’s leading water-free urinal systems manufacturer located in Grand Rapids, Michigan.

Retired Army Lieutenant General Donald E. Rosenblum

“Given the scarcity of fresh water around the world and lack of cost efficient solutions available, the international water crisis is a growing dilemma and one that requires new and creative ways of thinking,” said Rosenblum. “When it comes to developing and producing innovative products to help confront this crisis, Falcon Waterfree is a global leader without peer. I am truly honored to receive this appointment and humbled by the trust and confidence Falcon Waterfree has placed in me.”

- more -

Lieutenant General Rosenblum's military career began 33 years ago with leading a rifle platoon in combat during the Korean War and ultimately led to September, 1981 when General Rosenblum was promoted to Lieutenant General and took command of the First United States Army with command and training readiness responsibility for approximately 300,000 Army Reserve and Army National Guard Forces in addition to several thousand Regular Army troops.

Additionally, Lieutenant General Rosenblum has served through staff assignments primarily in operations, plans, and training. His assignments include three Pentagon tours: one with the Army's Office Chief of Research and Development; one with the Army's Deputy Chief of Staff for Operations and Plans; and another with the Joint Chiefs of Staff. Lieutenant General Rosenblum's final staff assignment was as the Deputy Chief of Staff, Training at the Training and Doctrine Command.

Today Lieutenant General Rosenblum resides in Savannah, Georgia and oversees the operation of Rosenblum & Associates – a consulting firm he began in 1985. He is also a member of the Savannah Rotary Club, The Retired Officers Association, and The Association of Citadel Graduates; additionally, he currently serves on the Boards of Directors of The First Financial Corporation (Columbia, South Carolina), and The Citadel Development Foundation.

- more -

Ron Gastelum

“Communities throughout the United States are facing limits in water supplies that threaten to result in shortages and economic instability. But, reliable water supplies and stable costs can become a reality for everyone through the use of smart, efficient systems like those provided by Falcon Waterfree Technologies,” said Gastelum. “I am privileged and honored by this opportunity to be part of a remarkable solution.”

Mr. Gastelum’s career spans 30 years with leadership in public water supply and waste management. As the Chief Executive Officer of the Metropolitan Water District of Southern California, the nation’s largest water wholesaler, Mr. Gastelum led the diversification of regional water supply resources with the development of new programs for large water transfer, groundwater banking, reclaimed water, and conservation. This was during a period of extended drought conditions, a statewide energy crisis, and an expected but nonetheless challenging reduction in Southern California’s Colorado River water rights caused by an adverse court decision in the 1960’s. Mr. Gastelum is also an attorney with an extensive experience in both public sector and in private practice focusing on corporate and environmental matters. His environmental practice has emphasized public water supply and waste management.

- more -

Mr. Gastelum received his undergraduate degree from Whittier College and law degree from UCLA. He and his family reside in southern California where he develops new business ventures in the environmental field and serves on the Board of Directors of the Los Angeles Area Chamber of Commerce, the Los Angeles Children's Museum, and the Aquarium of the Pacific.

About Falcon Waterfree Technologies

Falcon Waterfree Technologies is the world leader for water-free urinals. The company was formed to promote conservation of the Earth's limited supply of fresh water and support sustainable resource management. Falcon products are in use around the world, in stadiums and arenas, schools and universities, airports and every type of commercial and institutional facility. More information on Falcon products can be obtained at www.falconwaterfree.com.

#