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FOR IMMEDIATE RELEASE

Falcon Waterfree Named as One of Top 50 Water Companies

Top Innovators in Global Water Technology recognized on Earth Day 2009

LOS ANGELES (April 22, 2009) – Falcon Waterfree Technologies has been named as one of the global “Top 50 Water Companies” in an Earth Day announcement issued today by The Artemis Project™. This award distinguishes Falcon Waterfree as a leading company that is helping to build one of the great high-growth industries of the 21st Century, demonstrating strength, diversity, and advanced technology.

“We’re honored by this recognition because it reaffirms the stringent focus at Falcon Waterfree for protecting precious water resources while delivering superb value for our customer’s businesses,” said James Krug, Falcon Waterfree Chief Executive Officer.

“Water efficiency is critical to running strong and successful businesses, from financial and sustainability perspectives.”

“The Artemis Project’s Top 50 Water Companies Competition winners have excelled in key strategic areas in the emerging advanced water technology sector,” said Laura Shenkar, Principal of The Artemis Project. “We are excited to spotlight these innovative

companies for the first time on the world's stage and congratulate them for their achievements in introducing the solutions that will reinvent the water landscape.”

The Falcon Waterfree system consists of a urinal with a patented cartridge system that provides superior hygiene, compared to water-flushing urinals, and odor-free operation while conserving up to 40,000 gallons or more of water per year, per urinal.

Organizations including Staples Center in Los Angeles, Beijing International Airport, Hollywood Bowl, Dolphin Stadium in Florida, and Taj Mahal in India rely on Falcon Waterfree urinals as an efficient and economical alternative to flushing precious resources down the drain.

About Falcon Waterfree Technologies

Falcon Waterfree Technologies is the most widely installed brand of waterfree urinal. The company, with international headquarters in Los Angeles, was formed to promote conservation of the Earth's limited supply of fresh water and support sustainable resource management. Falcon Waterfree products are in use around the world in stadiums and arenas, schools and universities, airports and every type of commercial and institutional facility, and supported by offices in Barcelona, Beijing, Frankfurt, Grand Rapids, Istanbul, Manila, and Zurich. <http://falconwaterfree.com/>

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High-resolution photos to accompany this release can be downloaded from:

- <http://www.falconwaterfree.com/press/images.htm>