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FOR IMMEDIATE RELEASE

Falcon Waterfree Founder Marc Nathanson Wins Global Green Millennium Award

Waterfree urinals are the core of Nathanson's strategy for tackling the environmental and economic crises together head on, and creating a truly sustainable future

LOS ANGELES (June 2, 2009) – Marc Nathanson, founder of Falcon Waterfree Technologies, has been recognized by Global Green USA with the 2009 Millennium Award for Green Building Environmental Leadership. This award praises the environmental and socio-economic accomplishments of Falcon Waterfree urinals, which are saving billions of gallons of precious water each year.

“It’s a privilege to recognize Marc for his groundbreaking role, which is advancing sustainability through the built environment by reducing water and energy use as well as the resulting greenhouse gas emissions.” said Matt Petersen, President and Chief Executive Officer of Global Green USA. “Marc’s initiative with Falcon Waterfree is helping not only to save tremendous amounts of water, but is part of creating and increasing the momentum of the whole green building movement.”

According to Marc Nathanson, “it was easy to make a decision to invest in a green technology that works, benefits society, and enables plumbers to have more jobs. In my opinion, conservation not only makes good business sense, but it is the only responsible way to guarantee a safe and secure water supply for our region, our state, our nation – now and in the future.”

The nearly 200,000 Falcon Waterfree urinals installed to date are estimated to save more than 6 billion gallons of fresh water each year, enough to fill the Rose Bowl Stadium to the rim 71 times. Waterfree urinals currently account for less than 1 percent of all urinals installed in the world, but the potential water savings from 10 percent could cover an area the size of Manhattan with water 46 feet deep.

Because the transport and treatment of water is an energy-intensive process, water conservation results in energy and greenhouse gas savings. According to Pacific Institute water-to-air model calculations, an estimated 63,000 tons of CO₂ will be avoided this year alone with Falcon Waterfree urinals.

Falcon Waterfree investor Jeff Skoll has also been recognized by Global Green USA with the Entertainment Industry Environmental Leadership Award.

Previous recipients of the Global Green USA Millennium Awards include Ted Turner, Leonardo DiCaprio, Van Jones, Lyn Lear, National Geographic, Mayor Gavin Newsom,

Paul Hawken, David Orr, and many more. Global Green USA was founded in 1993 to serve as the American arm of President Mikhail Gorbachev's Green Cross International.

About Marc Nathanson

Marc Nathanson is Chairman of Mapleton Investments, LLC and Mapleton Communications. In 1998, President Clinton appointed Mr. Nathanson to chair the Board for US International Broadcasting, which oversees Voice of America, Radio/TV Marti, Radio Free Asia, Radio Free Europe and Radio Liberty. He also serves on the Board of the UCLA Foundation, chairs the Center for the Digital Future at USC Annenberg School for Communication, and is vice chair of the National Democratic Institute for International Affairs. In addition, He is a member of the Council on Foreign Relations, the World Affairs Council, and the Pacific Council on International Policy.

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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Images to be used in conjunction with this release can be downloaded at the following link:

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

A 3-minute video, which was part of the May 30, 2009 award presentation, can be viewed at:

- <http://www.falconwaterfree.com/video/vid-GlobalGreenAward-053009.mov>