



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

FOR IMMEDIATE RELEASE

Wal-Mart Chooses Falcon Waterfree for Green Stores

Wal-Mart is famous for rolling back prices but is also rolling back water use with Falcon Waterfree urinals in new, environmentally friendly stores.

New Wal-Mart stores in McKinney, Texas and Aurora, Colorado are the retailer's first environmentally friendly and energy efficient supercenters. Waterfree urinals are one of several new features with the goal of making the business more sustainable, more economical, and more environmentally responsible.

“People generally associate water-free urinals with environmental benefits, but the overall business case at Wal-Mart also depends on effective cost management” according to Jay Troger, President of Falcon Waterfree Technologies. “Restroom fixtures consume about 1/3 of the total fresh water required in the average commercial building. Some reports attribute 20 percent of the total water usage to flush urinals alone! The reduced water cost and associated maintenance savings quickly add up.”

- more -

The Falcon Waterfree urinals in the Wal-Mart restrooms save one gallon of water per use, compared to today's low-flush urinals. Because flush valves are not used, installation and maintenance costs are reduced. The only difference that shoppers will notice is the lack of a flush. Studies by the University of Texas and other organizations show that compared to flush urinals, there are fewer bacteria in water-free urinals and the absence of water reduces odors.

Falcon Waterfree Technologies is the world leader for zero-water consumption 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.

#

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

Low res: http://www.falconwaterfree.com/press/images/falcon-f1000-002_low.jpg

Med res: http://www.falconwaterfree.com/press/images/falcon-f1000-002_med.jpg

High res: http://www.falconwaterfree.com/press/images/falcon-f1000-002_high.jpg