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**Global Proof: What's Great for the Environment can also be Great for Business**

*Falcon Waterfree Technologies Receives President Obama's "E" Award*

LOS ANGELES (November 5, 2009) -- The U.S. Department of Commerce announced that Falcon Waterfree Technologies, the leading global supplier of waterfree urinals, has received the President's "E" Award for Export Growth. U.S. Commerce Secretary Gary Locke presented Falcon CEO James Krug and President Phillip Hermann with the award today in Washington, DC.

"Exporting U.S. manufactured goods and services plays an important role in rebuilding the American economy and creating jobs at home," explained Secretary Locke, while congratulating Falcon. "With 95 percent of the world's consumers living outside our borders, there is great potential to boost economic growth and to create new jobs in America through exporting."

"Protection of water resources is a global issue, which is why as part of our trailblazing effort we've built an exceptionally effective worldwide distribution network with strategic trade partnerships," Krug said. "Through our global network, we are quickly delivering

water conservation technology around the world to protect one of our most precious resources: fresh water.”

The President’s “E” Award recognizes Falcon for consecutive years of significant export revenue growth plus a successful marketing strategy for export growth and entering new markets. Falcon conducts business on every continent, with offices and affiliates in over 45 nations.

The rapidly growing list of prestigious international facilities with Falcon Waterfree urinals includes the Taj Mahal, Nankai Railway System in Japan, Siemens in Beijing and Columbia, Dubai International Airport, the new China Pavilion at the World Expo, and McDonald’s throughout the Philippines. Falcon has also experienced significant domestic growth with installations at the world’s first LEED Platinum skyscraper at One Bryant Park in New York City, Hollywood Bowl, Century Plaza Towers in Century City, and many more.

The export growth of Falcon Waterfree goes hand-in-hand with environmental achievements, saving more than 16 billion gallons of fresh water and reducing water supply related energy and greenhouse gas emissions.

Less than one percent of the 54 million urinals in the world are waterfree, which presents enormous opportunity for waterfree urinal retrofits and water savings. Falcon estimates that water-flushing urinals waste approximately 2.2 trillion gallons of fresh

water each year. Calculations based on Pacific Institute data show that the energy required to transport and treat this amount of water generates 19.4 million tons of CO2 greenhouse gas. The patented technology in Falcon Waterfree urinals require no water and eliminate energy associated greenhouse emissions.

### **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.

### **About The President's "E" Award**

During World War II, more than 4,000 "E Pennants" were presented to war plants in recognition of production excellence. The famous flag with the big "E" emblazoned on it became a badge of patriotism in action. President Kennedy revived the World War II "E" symbol of excellence to honor and provide recognition to America's exporters. Thus, the "E" Award Program was established by a Presidential Executive Order in 1961 to

recognize persons, firms, or organizations which contribute significantly in the effort to increase United States exports.

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