



Media Contact:

Sue Markgraf
GreenMark Public Relations, Inc.
847-917-9654, office
smarkgraf@greenmarkpr.com

For Immediate Release

Earthwise Environmental Launches EarthCare Water Treatment Line

*New Eco-Conscious, Biodegradable Water Management Product Options from
Midwest's Water Safety and Conservation Leader*

BE SE VILLE, Ill. (Aug. 24, 2009) – The new eco-friendly EarthCare™ water treatment product line is the latest green solution from Earthwise Environmental™, Inc. Biodegradable, bio-renewable and environmentally-safe EarthCare products are designed for cooling water system, HVAC and industrial treatment applications.

Bensenville, Ill.-based Earthwise Environmental provides complete facility water management solutions that preserve natural and economic resources, and is a recognized water management industry leader in Legionnaires' disease prevention. The new EarthCare product line is designed to reduce water usage associated with traditional treatment products, provide significant energy savings and reduce the handling, shipping, and storage of 55-gallon drums. EarthCare products include corn-derived GreenFrost™100 and organic-based GreenTreat™900.

“Earthwise makes it a priority to introduce innovative green water treatment options designed to protect environmental resources, and the new EarthCare line adds to the arsenal of earth-savvy tools we can offer clients,” says Bob Miller, Earthwise Environmental’s founder and president. He notes EarthCare products can be introduced to treat existing systems, or to clean and de-foul dirty systems to directly improve energy consumption.

Bio-renewable GreenFrost100 is a non-toxic, corn-derived anti-freeze replacement for ethylene- or propylene glycol-charged water treatment systems. It carries the same freeze protection properties as traditional ethylene/propylene glycols, but is

- more -

Earthwise EarthCare Line//Add One

safer to use, less toxic to humans and the environment and makes America less dependant on foreign oil sources. GreenFrost contains bio-renewable, organic corrosion inhibitors for ferrous and non-ferrous metals. Unlike many glycol-based products, ortho- and poly-phosphate-free GreenFrost prevents fouling and development of corrosive microorganisms in closed systems, protecting heat transfer efficiencies. GreenFrost is classified by the FDA as a multi-purpose Generally Recognized as Safe (GRAS) food additive when used in accordance with good manufacturing practices.

Earthwise Environmental's EarthCare GreenTreat 900 is a concentrated cooling tower liquid scale and corrosion inhibitor designed for increased cycles of concentration and water savings in stressed water applications. Organic-based GreenTreat 900 corrosion control compounds include organic Azole compound to control yellow metal, polymeric dispersants to retard scaling and crystal modification compounds to control calcium carbonate scaling.

Free of poly- and ortho-phosphates, the EarthCare line significantly reduces nutrients that create unwanted bacteria and algae growth in cooling water system and discharge. EarthCare products allow effective system management at increased cycles of concentration (COC), which in turn reduces the customer's water footprint (use and environmental impact). To underscore its commitment to green business practices, Earthwise Environmental will donate 10 percent of EarthCare product profits to select environmental organizations.

Smart water use and accompanying energy efficiencies are critical bottom-line issues underscored by the ongoing Leadership in Energy and Environmental Design (LEED) certification push, Miller notes. Earlier this year, Earthwise Environmental introduced its *eSolutions*, a patent-pending program that eliminates hazardous chemical treatments, provides significant water and cost savings, and dramatically reduces cooling tower discharge (up to 75 percent compared to most cooling tower programs).

Earthwise Environmental has five Certified Water Technologists on its team, more than any other Illinois water treatment company. Its staff has more than 120 years

- more -

Earthwise EarthCare Line//Add Two


of combined experience and provides 24/7 service to clients including Prairie Packaging, Northwestern Memorial Hospitals, University of Chicago Hospitals, Soldier Field Stadium and Hamilton Partners' entire portfolio of commercial office buildings.

Earthwise Environmental also partners with leaders in industrial hygiene, safety and environmental services to continually evaluate and implement new water- and energy-saving technologies. Its strategic collaboration with industry leading *Legionella* testing firms makes it the nation's premier resource in the fight against Legionnaires' disease, exceeding new industry standards set by the American Society of Heating, Refrigerating and Air-Conditioning Engineers.

For more information, call 630-475-3070 or visit Earthwise Environmental online at www.earthwiseenvironmental.com.

###

Editors, please note: High-resolution digital photography is available on request. Bob Miller, founder and president of Bensenville, Ill.-based Earthwise Environmental Inc., is available for interviews on a wide variety of water management topics, including Legionnaires' disease prevention. To arrange an interview, contact Cathy Sivak, GreenMark Public Relations, 262-859-9514 or csivak@greenmarkpr.com. For downloadable releases and photos, visit <http://greenmarkpr.com/clients/earthwiseenvironmental/>.

 Printed on 100 percent recycled paper