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For Immediate Release



McLaughlin

New Earthwise Environmental Role for Larry McLaughlin

Eco-sound water management solution company poised for growth.

BE SE VILLE, Ill. (Sept. 2, 2008) – Bensenville, Ill.-based Earthwise Environmental Inc.TM announces the promotion of Larry McLaughlin, Certified Water Technologist (CWT), to district manager-Midwest region. The new role will keep McLaughlin hands-on with clients and will add managing the growing company's team of water management professionals to his responsibilities.

McLaughlin has served as a valued Earthwise Environmental team member for more than four years, most recently as an in the field account manager. Earthwise Environmental designs and implements eco-friendly water management solutions for hospitals, schools, hotels, food processing plants, light industrial and commercial building applications.

A veteran with a 29-year background in water management, McLaughlin is experienced in specialty applications including pharmaceutical plants, college/university power plants, hospitals, commercial office buildings, cogeneration plants and plastic injection/blow molding facilities.

He earned his CWT designation through the Association of Water Technologies (AWT) in 2007. The CWT is the highest professional credential awarded to professionals in the industrial and commercial water treatment field. Certification is an ongoing process that requires water treatment industry experience, continuing education credits, extensive testing, peer review and recommendations from colleagues and clients. Including McLaughlin, Earthwise Environmental has five CWTs on staff, more than any other water treatment firm in Illinois.

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A resident of Mount Prospect, Ill., McLaughlin holds a bachelor's degree in biology from the University of Illinois at Chicago (UIC) and is a graduate of the Betz Laboratories Educational Services professional training program. In addition to AWT, McLaughlin is also a member of professional organizations including the American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE), the National Association of Corrosion Engineers (NACE), the Cooling Technology Institute (CTI) and the Chief Engineers Association.

“Larry’s knowledge of environmental issues, sustainable energy savings and health and safety concerns including waterborne pathogen control combine with his time-tested water management experience are invaluable to Earthwise Environmental as we expand our business and our ability to provide a completely ‘green’ water treatment approach,” said Robert S. Miller, CWT, Earthwise Environmental president and founder.

Miller founded Earthwise Environmental in 1995 to provide environmentally-sound water management options to clients including hospitals, schools, hotels, food processing plants, light industrial and commercial buildings. The company offers proactive programs designed to reduce water consumption while helping clients understand the real energy impact of poorly managed water programs and the potential for energy savings.

Earthwise Environmental also provides programs that manage and prevent waterborne diseases and is an established leader in the field of proactive control and education to prevent Legionnaires’ disease created by the waterborne *Legionella* organism. Earthwise recommendations for Legionnaires’ disease prevention exceed new industry standards set by ASHRAE.

Chicago-area Earthwise Environmental clients include Northwestern Memorial Hospitals, University of Chicago Hospitals, Soldier Field Stadium and Hamilton Partners’ entire portfolio of commercial office buildings.

For more about Earthwise Environmental, visit the company’s newly redesigned website at www.EarthwiseEnvironmental.com.

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Editors, please note: High-resolution images of Larry McLaughlin and the Earthwise Environmental logo are available on request. Contact Cathy Sivak at csivak@greenmarkpr.com.