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FOR IMMEDIATE RELEASE

WATER-RIGHT® EXPANDS WITH ACQUISITION OF WATERCARE®

Two industry leaders in water treatment solutions join forces.

APPLETON, WI (September 7, 2010) – Water-Right® Inc., a leading manufacturer of residential and commercial quality water treatment systems in Appleton, Wisconsin, today announced it has acquired WaterCare® Corporation. WaterCare, based in Manitowoc, Wisconsin, will expand Water-Right’s portfolio of water treatment products and services. Financial terms were not disclosed.

“From a business perspective, this acquisition just makes sense on multiple levels,” said Kurt Gruett, president of Water-Right. “The WaterCare dealer organization, product lines and even business philosophies are all very similar to those of Water-Right. It’s a natural fit.”

Both companies are family-owned with Water-Right’s Gruett and WaterCare’s Granger being second and third generation leaders, respectively. The men have known each other for 25 years and share a common belief in the importance of strong family values.

Under the company’s restructuring, WaterCare now exists as a division of Water-Right. WaterCare dealers will continue to carry the WaterCare product line and may have access to additional products from Water-Right in the future.

“WaterCare’s dealers will add significantly to Water-Right’s presence in the marketplace,” added Gruett. “By combining our resources and experience, we expect to increase WaterCare’s name recognition, along with market share and distribution.”

As part of the reorganization, Gruett will direct all operations for Water-Right and WaterCare.

WaterCare’s current president, Bill Granger, will serve as sales manager of WaterCare and will focus on taking the dealer organization to the next level. Both companies are known for their strong support of dealers. Plans are under way to offer new dealer-driven programs including sales, technical and management training.

“WaterCare dealers will still have all the support and service they are familiar with, along with many new and exciting products, through Water-Right,” said Granger. “It should prove to be a perfect synergy moving forward in the marketplace.”

About Water-Right® , Inc.

Founded in 1963 by Glenn Gruett, Water-Right has been an industry leader in treating problem water for three generations. Headquartered in Appleton, Wisconsin, the company’s spacious 40,000 square foot manufacturing facility and showroom supports a nationwide network of wholesalers, distributors and water treatment professionals, including a growing international dealer base. The corporate headquarters is also home to The Clean Water Testing, LLC, a subsidiary of Water-Right and a state-certified lab. Water-Right's mission also embraces a strong educational focus with schools designed to strengthen dealer expertise in solving water quality problems with the proper equipment. Water-Right has developed a reputation as an innovative manufacturer of highly effective water treatment solutions. Crystal-Right™ silica crystals, manufactured exclusively for Water-Right by Mineral-Right, Inc. and jointly owned by Water-Right, provide superior removal of hardness, iron and manganese while raising the pH of acidic water. For more information visit, www.water-right.com.

About WaterCare® Corporation

WaterCare, a third-generation family-owned business located in Manitowoc, Wisconsin, is recognized as an industry leader in water treatment quality and business integrity. They offer a proven line of residential and commercial products to meet specific water treatment needs including water softeners, whole house filters and drinking water systems. Their comprehensive engineering and design department works with commercial customers to meet installation requirements for water softeners, regenerating filters, reverse osmosis systems, chemical feed systems and ultraviolet water disinfection systems. Learn more by visiting www.watercare.com.

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