



Press Release – For Immediate Release

Media Contact:
Sanjay Ahuja
PF WaterWorks
Phone: 281.573.8422
Fax: 281-573-8501
E-Mail: sanjay.ahuja@pflowerworks.com
Web: www.pflowerworks.com

PF WaterWorks launches “Energy Conservation Kit for Dummies”

***Partners with John Wiley & Sons, Inc. to market Water and Energy Conservation
Products under the “For Dummies®” brand***

HOUSTON – Mar 1, 2012 – Energy and water conservation is becoming increasingly important and while consumers want to do the right thing, most have difficulty finding easy-to-use and cost-effective energy/water efficient products that help them achieve their goals of sustainability.

On the heels of the successful launch of the “Water Conservation Kit for Dummies” product line, PF WaterWorks, Houston-based innovative and sustainable consumer products company, will be launching the “Energy Conservation for Dummies” product line at the 2012 International Home and Housewares Show in Chicago. Customers will be amazed at how much energy and electricity can easily and comfortably be saved with these products. The products include simple, easy to use and install energy saving devices as well as Energy Star CFL and LED lighting options offering potential savings of hundreds of dollars annually with payback in just a few months.

These products help save electricity by reducing usage and helping to improve efficiency of heating, cooling and refrigeration systems, the largest user of electricity in an average household. The US Department of Energy estimates homeowners can save about \$180 each year by following its temperature setting recommendations.



“Working with Wiley, PF WaterWorks is utilizing the familiar Dummies Man icon and the internationally recognized yellow-and-black brand to help consumers discover a fun and easy way to select energy and water conservation products with confidence,” said Sanjay Ahuja, President of PF WaterWorks.

“Wiley has published a variety of titles focusing on sustainability and energy conservation including Alternative Energy For Dummies, Solar Panel Installation For Dummies, and Green Building and Remodeling For Dummies. The For Dummies branded water and energy products that PF Waterworks developed complement our efforts in this space and provide consumers a tangible, easy way to make a difference in the environment, while saving money,” said Marc Mikulich, VP of Wiley Brand Management.

For more information, please visit PF WaterWorks at **booth N6552** at the **International Home and Housewares Show** in **Chicago** from **March 10-13, 2012**.

About PF WaterWorks:

PF WaterWorks (www.pfwaterworks.com) is a Houston based product development and manufacturing company targeting environmentally friendly home-improvement consumer products, with a focus on innovative convenient solutions at competitive prices which promote self sufficiency in the residential and institutional market segments.

About For Dummies®

After nearly 20 years and with more than 200 million copies printed, For Dummies is the world’s bestselling reference series, well known for enriching people’s lives by making knowledge accessible in a fun and easy way. Loyal customers around the globe agree that For Dummies is “more than a publishing phenomenon ... [it is] a sign of the times,” [The New York Times]. The books span every section of the bookstore, covering topics from health to history, music to math, sports to self-help, technology to travel and more. The For Dummies brand presence is further expanded with the addition of eBooks, a corporate custom publishing program, a robust consumer website and a licensed product line that includes consumer electronics, culinary,



crafts, video, software, musical instrument packs, home improvement, automotive, game and more. For more information, visit Dummies.com. For Dummies is a branded imprint of Wiley.

About Wiley

Wiley's core businesses publish scientific, technical, medical and scholarly journals, encyclopedias, books, and online products and services; professional/trade books, subscription products, training materials, and online applications and Web sites; and educational materials for undergraduate and graduate students and lifelong learners. Wiley's global headquarters are located in Hoboken, New Jersey, with operations in the United States, Europe, Asia, Canada, and Australia. The Company's Web site can be accessed at <http://www.wiley.com>. The Company is listed on the New York Stock Exchange under the symbols JWa and JWb.

Media Note:

For additional details including high resolution pictures, product samples and any other information, please contact Sanjay Ahuja by phone at 281-573-8422 or by e-mail at sanjay.ahuja@pewaterworks.com

#