



Press Release – For Immediate Release

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

“Water Conservation Kit For Dummies” launched at the 2011 National Hardware Show”

HOUSTON – May 1, 2011 – Houston-based innovative and sustainable consumer products company, PF WaterWorks is proud to announce that it has partnered with John Wiley & Sons, Inc. to launch a new line of products under the “For Dummies” brand.

Consumers want to do the right thing and water and energy conservation is becoming increasingly important, however most have difficulty finding easy-to-install cost effective products that help them achieve their goals of sustainability.

These innovative design products will offer self sufficiency to the consumers and will be easy to install and use. They will be priced affordably while positively impacting the environment through water and energy conservation resulting in substantial savings for the consumer.

“Working with Wiley, PF WaterWorks will utilize the familiar Dummies Man icon and the internationally recognized yellow-and-black brand to help consumers discover a fun and easy way to select water and energy 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.

At the National Hardware Show 2011, PF WaterWorks will be launching the first in the series of products “Water Conservation Kit for Dummies” that will help an average homeowner easily install water saving plumbing fixtures and save up to hundreds of dollars while saving tens of thousands of gallons of water per household annually.

For more information, please visit us at **booth 3318** at the **National Hardware Show** in **Las Vegas** from **May 10-12, 2011**.

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. PF WaterWorks has launched revolutionary products PermaFLOW No Clog Drain and the PlungeMAX No Mess Plunger that have won accolades from trade, media and consumers and are being sold through major home improvement and hardware retailers.

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



Green By Design

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@pfwaterworks.com

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