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Press Release – For Immediate Release

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PF WaterWorks wins NRHA Gold Packaging and Merchandising Awards

HOUSTON – May 1, 2010 – PF WaterWorks is pleased to announce that its revolutionary product PermaFLOW has received the GOLD awards for both its Packaging and Point of Sale Display from the North American Retail Hardware Association (NRHA) at the recently concluded NRHA Packaging and Merchandising Awards (PMA).

Entries that demonstrated a superior level of packaging or merchandising excellence in the program were named Gold Award Winners. To determine the winners of this prestigious award, NRHA invited seven independent expert judges including home improvement retailers, wholesaler buyers, packaging design and a packaging production expert.



The judging criteria included Overall shelf and sales appeal, Graphic Design, Innovation, Packaging Efficiency, Shelf Life and Selling Features.

The PermaFLOW No Clog Drain will be on display at the PMA Expo in the NRHA Village at the National Hardware Show®, which will take place at the Las Vegas Convention Center May 4-6, 2010.

PermaFLOW “No Clog Drain” provides a permanent way to eliminate drain clogs without the need for chemical drain cleaners and the associated health, safety and environmental concerns.

The PermaFLOW drain is an Environmentally Preferable Product for ‘sustainable’ building offering significant impact for the immediate property, and the long term potential to improve community infrastructure. Since the chemical drain cleaners are no longer required, gray water



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pollution is reduced and it is available for recycling. Additionally, the PermaFLOW drain also works efficiently with low-flow rate faucets to support water conservation. Furthermore, PermaFLOW drain is made of materials that are fully recyclable.

For more information, please visit us at **booth 3317** at the **National Hardware Show** in **Las Vegas** from **May 4-6, 2010**.

About PF WaterWorks:

PF WaterWorks (www.pfwaterworks.com) is a Houston based product development and manufacturing company targeting 'GREEN' drain management. With a focus on respect for each customer's time, effort and money and the commitment to help improve our environment, PF WaterWorks offers innovative, eco-friendly and convenient products to improve self-sufficiency in the residential, commercial, industrial and hospitality sectors.

About NRHA:

The North American Retail Hardware Association (NRHA) is a trade organization representing the interests of more than 36,000 hardware stores, home centers and consumer-oriented lumberyards in the hardware/home improvement industry. Started by a group of hardware retailers in 1900, NRHA's mission is to help retailers who sell home improvement products become better, more profitable merchants. From its headquarters in Indianapolis, NRHA publishes Hardware Retailing magazine and produces a host of retail focused programs and services, including training programs, research and other resources that help fulfill its mission.

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