



**Everpure® Launches SMARTWORKSSM Program at
National Restaurant Association Show**

Comprehensive Program Supports and Simplifies the Jobs of Foodservice Equipment Dealers

CHICAGO (May 2008) – Everpure, a leading foodservice industry supplier of commercial water treatment products, today announced the launch of SMARTWORKSSM, a turnkey water analysis program that helps eliminate the challenges foodservice dealers face when trying to generate sales, at the 2008 National Restaurant Association (NRA) Show. NRA Show 2008, the world's largest foodservice and hospitality event, will be held May 17-20 at Chicago's McCormick Place Convention Center.

Located in booth #7428, Everpure will provide a step-by-step demonstration of this comprehensive program from end-user water testing to providing a user-friendly water analyzing and product sizing program, ensuring dealers are offered the proper customized system to suit a customer's individual water needs.

The free SMARTWORKS program includes a water test kit, a water analysis report for operators, an easy to use sizing/solutions program for dealers and in the near future, merchandising, helping to increase operator interest and education on water treatment while simultaneously creating leads and simplified solutions for dealers.

Research shows that programs like SMARTWORKS are in high demand. According to a recent survey of restaurant operators, 73 percent believe that "most foodservice operations" need water treatment and filtration equipment, but only 52 percent say that they use at least one form. Everpure took note of this demand and leveraged it as the premise to create SMARTWORKS. If a program can easily and inexpensively show operators that their water does not meet recommended foodservice specifications, they will be inclined to consider water treatment solutions and appreciate the wide-ranging benefits quality water provides.

"As concerns about water quality continue to mount, Everpure has decided to respond by creating a proactive and comprehensive turnkey solution to assist both dealers and operators in testing and analyzing water in an efficient and cost-effective way," explains Roy Parker, marketing manager for Everpure. "The SMARTWORKS program will support dealers every step of the way, ensuring customized, premium grade water filtration solutions for their customers and an easier sales process every time."

To leverage the benefits of the SMARTWORKS program, dealers are assisted through four easy steps.

1. Dealers or operators order a free water kit through the new Everpure.com, which includes a disposable TDS (Total Dissolved Solids) meter and test strips.
2. The dealer (or operator) conducts a water test and enters the resulting data on the Everpure website to be analyzed, where they will be prompted to answer a simple survey on water usage and applications.
3. The program compares the water data to specifications developed by a team of Everpure experts and creates a comprehensive report with educational information on water contaminants and treatment options.
4. The dealer downloads Everpure's customized Solution Proposal to receive product recommendations that will bring the operator's water up to specification.

Through its online program, SMARTWORKS offers dealers qualified sales leads by providing access to restaurant operators who are receptive to looking at water treatment solutions. In addition, dealers will have a simple way to determine what Everpure product best suits the needs of their customers.

Everpure's SMARTWORKS program is available on www.everpure.com beginning in late June. For more information, interview opportunities and/or for a product demonstration, please visit us at the NRA Show Booth #7428.

About Everpure

Everpure, a leading foodservice industry supplier, has been manufacturing commercial water treatment products, solutions and services worldwide since 1933. Everpure is also a trusted provider of water treatment products to the vending, consumer, marine and aviation markets. Industry leaders around the world rely on Everpure for quality water treatment. In 2004, the company became part of the Water Technologies Group of Pentair, Inc. (NYSE: PNR). For more information on Everpure, visit the company's Web site at www.Everpure.com.

About National Restaurant Association

The National Restaurant Association, founded in 1919, is the leading business association for the restaurant industry, which is comprised of 945,000 restaurant and foodservice outlets and a work force of 13.1 million employees - making it the cornerstone of the economy, career opportunities and community involvement. Along with the National Restaurant Association Educational Foundation, the Association works to represent, educate and promote the rapidly growing industry. For more information, visit www.restaurant.org.

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