



Media Notice

IMMEDIATE RELEASE

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PoolNaturally™ Reduces Harmful Impacts to the Human Body, the Environment and Pool Hardware

FIRST ALL-NATURAL PRODUCT FOR POOLS TO BE INTRODUCED AT THE ATLANTIC CITY POOL & SPA SHOW JAN. 29-31; PRODUCT CUTS CHEMICAL USE AND MAINTENANCE TIME BY MORE THAN HALF BY AFFECTING BACTERIA PROLIFERATION IN WATER



Employing Nature's Solutions for Better Water

MINNEAPOLIS, MINN, What if pool owners could reduce the amount of expensive and harmful chemicals they use -- and their maintenance time -- by more than half? Now it's possible, using an all-natural green product comprised of sphagnum moss, which is one of the key elements of a new water conditioning system from Creative Water Solutions, LLC called PoolNaturally™ (www.poolnaturally.com). The PoolNaturally system will be introduced at the Atlantic City Pool & Spa Show January 29 -31, 2008, at the Sheraton Hotel Convention Center.

The first truly all-natural "green" product for pools has already had almost immediate positive and dramatic results on pools that were part of the beta-testing period in select parts of the country over the past several years. PoolNaturally is a complement product to the sphagnum-moss based product SpaNaturally® for hot tubs and spas, which was introduced in 2005 (See Sphagnum Moss backgrounder).

"My pool water's been more beautiful since using PoolNaturally the past two years," says Judy Soderberg, a resident of Minnetonka, Minnesota, who owns a small, above ground pool that she uses during the short pool season in Minnesota. "It's just so much nicer and silkier to the touch. I've been recommending it to other pool owners if for no other reason than I don't have to use so many chemicals and I don't have as much maintenance time: Less chemicals, less maintenance, that's my mantra!"

Once Skeptical, Now Sold on PoolMoss

"Was I skeptical at first about using a moss species to give me better water conditions in my pool? Absolutely!" exclaims Nelson Keimer, whose 20,000 gallon pool in the Phoenix area was one of the early beta testers of the product. It has a lot of good selling points like totally controlling the pH and alkalinity of a pool, plus it really gives you high definition water clarity and really performs well with any pool that uses a salt generation system." Keimer should know: His company that he co-owns, All Water Solutions, installs and repairs such systems. "I've seen a lot of things come along in this category, but this one truly is all natural and a lot healthier than things people have been using in their pools."

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“The PoolNaturally system creates a less toxic swimming pool environment,” says Allan Schwartz, President of Creative Water Solutions (CWS), which makes PoolNaturally and SpaNaturally. “It provides pool users a greater recreational value that people bought the pool for in the first place by giving them greater water clarity, lower maintenance times and repairs – and none of the irritating side effects we’ve all experienced in pools with many chemicals like burning eyes, dry skin and hair, and sanitizer odors. Plus it’s biodegradable”. PoolNaturally is available from select pool dealers throughout the country listed at www.poolnaturally.com and from the In the Swim Catalog (www.intheswim.com).

Moss Inhibits Formation of Biofilm

Ongoing research suggests that the moss affects biofilm, -- including the possibility that may prohibit biofilm – or bacteria – from forming in water environments. Biofilms are known to be a major problem anywhere there is a water medium: in implanted medical devices, industrial water systems, cooling towers, ponds, lakes, rivers, and pools and spas. The Creative Water Solutions’ research, which began in 2000, points to biofilm as being a contributing mechanism for the majority of water quality problems in residential pools and spas (See “About Biofilm” Backgrounder). This is where the opportunity to apply a natural solution such as PoolNaturally and SpaNaturally becomes so intriguing and a welcome addition in the recreational water category.

About PoolNaturally/PoolMoss Benefits

- **Reduced Chemicals, Reduced Maintenance Time:** Fresh, clear, water saves users the time and money needed to dispense the myriad of product additives to balance pH, create better water quality and improve other water-maintenance issues.
- **Fewer Repairs Required Due to Chemical Corrosion of Equipment:** Over time, chemicals corrode swimming pool equipment, but PoolNaturally refills reduce the need for conventional pool chemicals, thereby decreasing costly repairs.
- **Water Stability:** Alkalinity and pH remain stable with the use of the moss, reducing time for requisite water maintenance.
- **Eliminates Problems that Sanitizers Can’t:** The PoolNaturally system replaces products needed to eliminate problems not addressed by sanitizers, such as calcium deposits, algae outbreaks, cloudy water and unpleasant odors.
- **“Cool” Water:** Silky, soft water is one of the lasting benefits of using the PoolNaturally System.
- **Time-enhanced Conditioning:** Your water improves with every monthly change of the PoolNaturally refills.
- **Earth-friendly:** PoolNaturally refills are biodegradable and hand-harvested to preserve the plants for future growing, harvesting and use in your swimming pool.

For more information about the PoolNaturally™ system – or to interview Allan Schwartz about the product – please contact Martin Keller at Media Savant Communications Co., 612-729-8585 or online at mkeller@mediasavantcom.com.



The PoolNaturally product line includes PoolNaturally Refills (moss) and dispensers for different-sized pools

Product Information Backgrounders

Creative Water Solutions' Research Using Sphagnum Moss

Entrepreneurs Dr. David Knighton, M.D. and Mr. Vance Fiegel, B.S. founded Creative Water Solutions LLC (CWS). Knighton, a vascular surgeon and expert in wound healing and chronic nonhealing wounds, and Fiegel, a microbiologist and cellular biologist, are both experienced researchers and business owners. Each has an extensive history of expertise in product research, innovation, and commercialization. Knighton and Fiegel became very interested in water treatment through their ongoing investigations for natural applications of plant life in medicine and their affect on bacterial growth.

Research into treating and conditioning residential spa and pool water with sphagnum moss began in 2000 when Dr. Knighton and Mr. Fiegel became curious about why the lakes in northern Minnesota were always so pristine and fresh. Employing the scientific methodologies Knighton and Fiegel learned during several decades of new product development for the medical industry, research was focused on the hypothesis that certain species of sphagnum moss inhibited bacterial proliferation effecting water quality and safety. These positive water quality effects can be observed in the lakes and rivers that are surrounded by moss bogs such as the ones in northern Minnesota and southern Canada.

Using the same standard industry assays called Minimum Biofilm Eliminating Concentration (MBEC) developed by Innovotech at the Center for Biofilm Engineering at Montana State University; CWS' research has demonstrated the ability of the moss to inhibit the accumulation of biofilm in these standard tests. These test results combined with years of beta site testing with pool and spa users, provides the basis for multiple patents that have been applied for. This line of research continues to provide provocative results confirming that the use of moss to treat biofilm could be a major breakthrough.

Describing Sphagnum Moss

There are hundreds of different species of sphagnum moss and it is very plentiful. Sphagnum moss is a soft, lush plant with small leaves that typically grows in bogs. It grows in bogs as a layer of vegetation almost floating on the water underneath. When it decays it becomes peat. Sphagnum moss is found in the higher latitudes of both the northern and southern hemispheres. Much of northern Minnesota and southern Ontario are covered with moss bogs. Similar latitudes in Europe, Russia, Chile and New Zealand also contain large areas of Sphagnum moss bogs. Today, Sphagnum moss is harvested in Wisconsin, Scandinavia, Chile and New Zealand mainly for applications in the flower industry where it is used to germinate orchids.

Machines are used to harvest sphagnum moss from Wisconsin, while in New Zealand it is harvested by hand and transported out of the bog by helicopter to prevent any environmental damage. It re-grows in eighteen to thirty-six months after harvesting from roots and seeds left behind in the bog.

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First Truly "Green" Product

Often there is confusion among consumers about what qualifies as a "green" product. In order to address this, The Living Green Expo conducted annually in Minnesota has adopted principles of sustainability developed by The Natural Step as the basis for their criteria to identify "earth friendly" products. **SpaNaturally** and **PoolNaturally** have met the qualifications in the following categories:

- Plant based
- Sustainable production
- Conserves and protects water
- Less toxic than the products currently available
- Socially responsible

Other than sterilizing the moss in the United States using proven procedures from the medical device industry, **no** secondary processing is done to the moss plant maintaining **SpaMoss** and **PoolMoss** as the "truly" green product offering in the residential pool and spa industry. In addition, the insert from the previous month's treatment is biodegradable.

About Biofilm and Water Environments

Contrary to common beliefs, bacteria gravitate to the inside surfaces of pipes and the liners of pools and spas rather than remain suspended in the water where sanitizers such as chlorine and bromine are effective. Once the bacteria adhere to the surface, they begin the process of colonization and biofilm formation. The biofilm maintains a moist environment, captures and holds nutrients, and provides protection from toxins, such as chlorine and bromine.

If external conditions deteriorate, the bacteria can then remain alive but dormant for very long periods of time. When conditions again become favorable for growth, the bacteria then start to proliferate and recolonize the biofilm and the surrounding water. Almost immediately, pieces from the active bacterial colony break off with the biofilm and then attach to new areas where they start growing. This happens very quickly over just a few hours and is repeated thousands of times.

Removing or preventing biofilm from forming on surfaces is very difficult and can require strong and toxic acids. This important aspect of bacterial contamination has defied most conventional efforts of inhibition or eradication.

To learn more about biofilm research, visit the website of Montana State University's Center for Biofilm research <http://www.erc.montana.edu/>.