

Media Notice

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IMMEDIATE RELEASE

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Chief Scientific Officer among this year's "Minnesotans on the Move"

CO-FOUNDER OF CREATIVE WATER SOLUTIONS, VANCE FIEGEL, NAMED TO *FINANCE & COMMERCE'S* SHAKERS AND MOVERS LIST

PLYMOUTH, MN. – March X, 2011 — One of the principals to discover a game-changing, all-natural water system using a species of sphagnum moss to condition pools, spas and other water bodies has been named to the "Minnesotans on the Move" award lists, sponsored annually by *Finance & Commerce*. Vance Fiegel, Chief Scientific Officer of Creative Water Solutions (www.cwsnaturally.com), was recently named to the list of 40 movers and shakers and will be feted in April at The Hyatt Regency in downtown Minneapolis to honor the 2011 recipients. Dr. David Knighton, the other co-founder of Creative Water Solutions, received the award last year.

"As a 36-year veteran of the pool industry, I've seen the impacts of Fiegel's game-changing research in water and biofilm with sphagnum moss often," says veteran of pool industry Tom Schaffer, Founder and CEO, USAquatics Inc., who nominated Fiegel. "He already shares many awards for innovation for the first truly Green products in the \$5.2 billion pool/spa industry." Schaffer was the independent pool consultant for the highly successful City of St. Paul pilot program that tested the moss-based system at the Aquatics Center in Highland Park in 2009 during the summer swimming season.

"All of us at Creative Water Solutions salute my longtime business partner and outstanding researcher and microbiologist," notes Knighton. "Vance will continue to receive recognition for his scientific research and innovations as we continue to move forward with other ground-breaking work that can benefit the lives of others."

Fiegel's recent critical highlights include:

- He was asked to present to The Biofilms 4 International Conference in the UK last fall.
- The successful public pilot at the Aquatics Center was covered by global media like *The New York Times* and other media national and internationally
- A recent Spanish Study about possible cancer-causing effects of chlorinated pools will drive more CWS sales and science.
- CWS offers dramatic cost savings and reduces chemical use, maintenance, and harmful irritants to users.
- St. Paul will put moss on all its public pools in 2011
- Growing demand for moss in industry, on golf courses and at landscape companies (ponds) and in other sectors.

Supplementary Materials:

- **New York Times story**

<http://green.blogs.nytimes.com/2009/08/28/clean-pools-less-chlorine-with-moss/>

- **Spanish Cancer/Chlorine Study**

<http://www.webmd.com/cancer/news/20100913/study-swimming-pool-chemicals-may-pose-risks>

- **Vance Fiegel Bio**

http://cwsnaturally.com/pdfs/VanceFiegel_bio.pdf

For more information – or to interview Vance Fiegel of Creative Water Solutions – please contact Martin Keller, Media Savant Communications, 612-729-8585, kalmart@aol.com