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Awards continue to pour in for Creative Water Solutions

CITY OF ST. PAUL TO RECOGNIZE CREATIVE WATER SOLUTIONS WITH “SUSTAINABLE ST. PAUL AWARD” FOR 2009 ST. PAUL PUBLIC POOL INITIATIVE USING NATURAL WATER CONDITIONING SYSTEM; DR. DAVID KNIGHTON NAMED TO “2010 MINNESOTANS ON THE MOVE” LIST BY *FINANCE AND COMMERCE*

MINNEAPOLIS, MINN., — April X, 2009 — It's shaping up to be an award-winning year for Creative Water Solutions (CWS) as public recognition for its all-natural water conditioning system using sphagnum moss continues to pour in. The City of St. Paul will recognize CWS with its annual “Sustainable St. Paul Award,” while *Finance & Commerce* has named the company's cofounder, President and CEO, Dr. David Knighton, MD, to its “2010 Minnesotans on the Move” list of 40 people from the arts, education and business worlds.

Both award events will take place on April 28, 2010. The St. Paul event is set for 3:30 p.m. in the Saint Paul City Council Chambers (third floor, City Hall and Court House, 15 West Kellogg Boulevard, St. Paul). “Minnesotans on the Move” will be held at 6:00 p.m. at the Hyatt Regency in downtown Minneapolis ([Map](#)).

Along with Olympic swimmer, Michael Phelps and others, Knighton was recently named to the “Power 25 for 2010 by the influential *Aquatics International* in its [February issue](#). He was recognized for a major game-changing innovation in the patented treatment of pools and spas, using a species of Sphagnum Moss to treat water and dramatically lessen the amount of chemical loads, maintenance time, and the irritating and often costly side effects to swimmers and systems caused by conventional water treatment products.

About the Awards

“The St. Paul Sustainability Award” is being given in the “Green Products Category.” CWS was the first company anywhere in the world to provide an effective moss-based system in a controlled test environment in a pilot project at the Highland Park Aquatics Center (HPAC) that delivered significant cost savings on chemicals, water, maintenance and labor while providing an abundance of benefits to swimmers including dramatic reductions in the irritations to eyes, scalp, hair and the wear on suits. The successful test was subsequently reported internationally. Read the entire story about the project here in the world-renowned *Water Conditioning & Purification* magazine:

<http://cwsnaturally.com/pdfs/WaterConditioningFeb2010.pdf>

According to a *Finance & Commerce* report, “The Minnesotans on the Move” award was created last year in conjunction with the newspaper's 120th anniversary celebration. This year's honorees were chosen from dozens of outside nominations, as well as suggestions

from *Finance & Commerce's* editorial staff. Judges looked for people "who seemed poised to become much more prominent in their respective industries during the coming years." Among those being honored with Dr. Knighton are: Kevin P. Goodno, shareholder, Fredrikson & Byron, P.A.; Bill Pohlad, Owner, River Road Entertainment; Harry Chalmiers, President, McNally Smith College of Music; Dan Mehls, project manager, Mortenson Construction, and 36 others from a variety of industries.

For the complete "Minnesotans on the Move" list, read here:

<http://www.allbusiness.com/energy-utilities/utilities-industry-electric-powerity/14130190-1.html>

Current Award Recognition Mirrors 2009 Achievements

The 2010 awards are consistent with the rising visibility of CWS and growing demand for the first truly green products in the recreational water industry, valued at \$3.2B annually (most for chemicals). Last year, the company received the following awards:

- Parent Tested, Parent Approved "Seal of Approval" — PTPA Media 2009
- "One of the Top 50 Products of 2009" — *Pool & Spa News* (for PoolNaturally)
- "One of the Top 50 Industry Leaders of 2009," (Knighton) *Water Conditioning & Purification International Magazine*

For more news stories about this revolutionary all-natural water treatment system, check out:

- DISCOVERY

<http://blogs.discoverychannel.co.uk/discovery-news/2009/10/swimming-pools-kept-clean-by-going-green.html#more>

- THE NEW YORK TIMES GREEN BLOG

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

- WCCO-TV (CBS Affiliate)

<http://wcco.com/video/?id=45959@wcco.dayport.com>

CWS Water Conditioning Mission

Creative Water Solutions' mission is to develop and market plant-based, ecologically sustainable, scientifically-researched water conditioning products that enhance consumers' experiences and minimize environmental impact. Founded in 2003, the company creates innovative products that use moss non-invasively harvested with methods that allow for natural regeneration, minimal secondary processing and sustainable production. It is based in the Twin Cities.

Both Knighton and CWS Chief Scientific Officer and CWS co-founder, Fiegel, published their original insights into the use of sphagnum moss to inhibit microorganism growth in water in

the prestigious [Water Conditioning and Purification International](#) publication and the industry trade publication [Pool & Spa News](#).

For more information — or to interview Dr. Knighton — please contact Martin Keller at Media Savant Communications Co., 612-729-8585, or mkeller@mediasvantcom.com

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