

Annual North American Award relies on Parent Testing and Parent Approval

**POOLNATURALLY® and SpaNaturally® WIN PTPA MEDIA INC. "SEAL OF APPROVAL" AWARD
FOR ALL-NATURAL PRODUCTS THAT DRAMATICALLY REDUCE CHEMICAL LOADS,
MAINTENANCE TIMES AND HARMFUL SIDE EFFECTS TO SWIMMERS AND EQUIPMENT**

TWIN CITIES – November 17, 2009 – Creative Water Solutions' all-natural products, PoolNaturally® and SpaNaturally®, have been awarded the influential PTPA Media Inc.'s Seal of Approval for excellence in family products. The annual North American award relies on parents to test and approve new products. PoolNaturally and SpaNaturally use a species of sphagnum moss to improve water clarity and quality while reducing chemical loads, maintenance times and harmful impacts to swimmers and equipment.

The first green products in the industry, PoolNaturally and SpaNaturally were among many entries from across North America competing to win the PTPA Media Seal of Approval for the Holiday 2009 campaign. The products were tested by savvy reviewers and professionals and the results were compiled for PTPA Media Inc.'s review committee for the final decision. The winners of the prestigious Seal of Approval from PTPA Media are selected based on value, functionality, quality and appeal of the product.

"At PTPA Media, we are proud to play a role in certifying innovative new products such as Creative Water Solutions' PoolNaturally and SpaNaturally products that families can trust," says Sharon Vinderine, president and founder of PTPA Media. "It's win-win. By improving communication between manufacturers and consumers, we are helping companies serve their market better, and helping families identify products that have been tested and recommended by their peers."

"The PTPA Seal of Approval Award is a huge boost for a small company and new products like ours and it continues to validate what hundreds of early adopters of our moss-based systems for water conditioning have discovered," says CWS Co-founder, President and CEO, Dr. David Knighton. "This summer we successfully demonstrated again that PoolNaturally is the friendliest swimming environment any where, for smaller residential pools, or large commercial or city pools. The public pool test sites we did in St. Paul showed that the moss can deliver significant chemical reductions and costs savings on water, chlorine and cyanuric acid while also reducing harmful impacts to pool equipment and irritating side effects to swimmers like burning eyes, dry skin and scalp, faded swimwear and other benefits."

About PTPA

Consumers looking for practical, high-quality products and services can rest easy knowing that products bearing the PTPA Media "Winner" Seal are all "Parent Tested, Parent Approved." Because independent parents evaluate these products in their own homes, PTPA winners are chosen based on merit and consumer experience – not on commercial

considerations. As a result, the PTPA Seal is quickly gaining recognition as an international leader in certifying consumer products for quality, effectiveness and value. For more information visit www.ptpamedia.com.

About Creative Water Solutions

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.

Besides winning over disbelieving dealers, pool and spa manufacturers and owners, these revolutionary products have been getting increasingly strong media attention on television, radio, in newspapers, magazines and online.

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/>

Watch an in-depth television news story about PoolNaturally on the CBS affiliate, WCCO-TV: <http://wcco.com/video/?id=45959@wcco.dayport.com>

CWS products (and their creators) have been recognized for innovation:

- "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*
- 2008 Best Practice in Innovation and Technology — [Upsize Magazine](#)
- 2006 Innovator of the Year, Dr. David Knighton — [Finance and Commerce](#)

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