

***Pool & Spa News* Names Poolnaturally® One Of “Top 50 Products Of 2009”**

Readers Of Leading Trade Magazine Select All-Natural Product That Dramatically Lessens Expensive And Harmful Chemical Use And Maintenance Times In Pools, Spas, And Hot Tubs

MINNEAPOLIS, MINN., — May 14, 2009 — Readers of the leading consumer and business trade magazine, *Pool & Spa News*, have selected the industry’s first all-natural product, PoolNaturally® as one of “The Top 50 Products of 2009.” The annual reader’s choice award identified PoolNaturally for its effectiveness in using a species of sphagnum moss to condition water in pools, hot tubs, spas and other water environments. **It is the first truly breakthrough “Green” product in the pool and spa industry where more expensive and harmful chemical products usually dominate.** PoolNaturally and a companion product for hot tubs and spas, SpaNaturally® , are manufactured by Creative Water Solutions LLC of Plymouth, Minnesota (www.cwsnaturally.com).

Each year, consumers spend an estimated \$3.2 billion to stabilize water quality and clarity using mostly a variety of chemically-based solutions. Plus homeowners — or their pool service providers — frequently perform costly maintenance to repair pool hardware that is often damaged by the very products used to treat their pool water.

Both Creative Water Solutions’ products dramatically reduce the amount of chemicals needed in pools and spas — and maintenance time — by half or more, according to regular use by industry veterans, and homeowners (See pool and spa case studies in **About Us, Media Kit online). Inventors David Knighton and Vance Fiegel were recently awarded a patent by The United States Patent Office, entitled “Devices for Water Treatment” (U.S. Patent # 7,497,947).**

“Each month, more and more pool owners, sellers and service companies are discovering how effective and healthier the PoolNaturally product really is, not only for themselves and their families, but for the better upkeep of their pool hardware, from pumps to liners,” says Dr. David Knighton, MD, President of CWS and an expert in wound healing and co-founder of three successful companies with his business partner, Vance Fiegel, a microbiologist and the Chief Scientific Officer of CWS. **“This species of moss has been keeping northern Minnesota lakes and other bodies of water around the world clear and clean for eons. Our ongoing sphagnum moss research program has demonstrated the moss’ ability to naturally condition water and inhibit the growth of microorganisms such as bacteria, algae and other waterborne agents.”**

“It is an honor to be recognized by our peers and customers with The Pool & Spa ‘Top 50 Products’ of 2009’ award,” Fiegel notes. **“We are very encouraged by the selection and look forward to more people finding our environmentally-sound alternative to enjoying more natural water recreation — with none of the irritating side effects we’ve all experienced in pools and spas like burning eyes, dry skin and hair, and sanitizer odors. The moss, when used with significantly lesser amounts of traditional sanitizers and chemicals such as shock, algaecide, clarifier, metal remover, etc., is a healthier, safer and less expensive option for pool and spa owners, their equipment and the environment.”**

About Pool & Spa News (www.poolspanews.com)

Pool & Spa News is owned by Hanley Wood LLC, the leading business-to-business media company serving the pool and spa, housing and construction industries. Founded in 1976, Hanley Wood has more than 500 employees and generates more than \$160 million in annual revenue. Hanley Wood is owned by J.P. Morgan Partners LLC, an affiliate of J.P. Morgan Chase & Co. Today, *Pool & Spa News*’ Editorial, Sales and Production teams produce the twice-monthly magazine, Web site,

multiple supplements, the Ultimate Tech Manual, an annual Directory and industry certification through our Professional Curriculum. In surveys, the industry consistently names *Pool & Spa News* as its leading source for industry news and information.

About CWS (www.cwsnaturally.com)

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, manufacturers and pool and spa owners, these revolutionary products have been getting increasingly strong media attention on television, radio and in newspapers and magazines. Watch a recent, in-depth television story about PoolNaturally on the CBS affiliate, WCCO-TV:

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

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

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

Both Knighton and Fiegel have recently published their insights into the use of sphagnum moss to inhibit microorganism growth in water in the and the industry trade publication [Pool & Spa News](#).

For more information — or to interview Dr. Knighton or Vance Fiegel — about the natural way to condition water in pools, hot tubs, or spas, please contact Martin Keller at Media Savant Communications Co., 612-729-8585, or mkeller@mediasvantcom.com.