

Media Notice

IMMEDIATE RELEASE

Contact:

Martin Keller/Media Savant Communications Co.

612-729-8585/mkeller@mediasavantcom.com

Water Conditioning & Purification International Magazine's First Annual Top 50 Announced

**DR. DAVID KNIGHTON, MD, OF CREATIVE WATER SOLUTIONS NAMED TO TOP 50 GROUP;
KNIGHTON CHOSEN FOR INNOVATIVE WORK USING SPHAGNUM MOSS TO CONDITION WATER
AND REDUCE CHEMICAL LOADS IN POOLS, SPAS & OTHER WATER ENVIRONMENTS AND TO
MITIGATE BIOFILM**

MINNEAPOLIS, MINN., — July X, 2009 — The influential worldwide publication, *Water Conditioning & Purification International Magazine*, celebrated its 50th Anniversary in June by naming South Minneapolis resident, Dr. David Knighton, MD, to its Top 50 list for its "First Annual William B. Fritzche Memorial Top 50 Awards." Knighton is Co-Founder, President and CEO of Creative Water Solutions, LLC, based in Plymouth, Minnesota (www.cwsnaturally.com). **The company produces the first, all-natural Green products — PoolNaturally® and SpaNaturally® — in the \$3.2 billion pool and spa industry.** Recently the leading consumer and business trade magazine, *Pool & Spa News*, selected PoolNaturally as one of "The Top 50 Products of 2009" in its annual reader's choice awards.

Knighton was recognized for his rich business experience and breakthrough innovation in water conditioning, using the natural agent and conditioning process of sphagnum moss.

The magazine cites Knighton's achievements accordingly: **"The successful entrepreneur who started four medical device companies is revolutionizing water clarity/quality best practices with sphagnum moss to condition water, reduce chemicals and mitigate biofilm accumulation"** The award is named after the late William, B. Fritzche who developed the Top 50 concept and embodied the spirit of the award. "Fritzche dedicated his personal and professional life to promote the best interests of the industry," the magazine reports. The publication identified 49 other award recipients consisting of "corporate directors, organizational advocates, thought leaders, subject experts, and front-line professionals."

"I am grateful for this global recognition of our early accomplishments at Creative Water Solutions," Knighton says. "The award really belongs to our entire team who everyday strives to present a new way of looking at water treatment — the way nature does it — and by using research and science to make recreation in pools, spas and hot tubs more enjoyable by using up to 90% less chemicals and spending less than half their time on maintenance issues. **We look forward to continue educating the industry and public at large about the primary challenge of water treatment — biofilm. The moss inhibits its formation and the growth of microorganisms such as bacteria, algae and other waterborne agents while also removing metals and other water-borne bacteria from water.**"

About Creative Water Solutions

PoolNaturally is a companion product of SpaNaturally® for hot tubs and spas. Both 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).

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.

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 CWS Chief Scientific Officer, Fiegel, have published their 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 — about biofilm and 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

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