



For Immediate Release

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Kinetico Recruits New Director of U.S. Dealer Sales

Benjamin C. Litalien Joins the Kinetico Team

Newbury, Ohio – November 25, 2007 – Kinetico Incorporated, a leading water treatment systems manufacturer, announced today that Benjamin C. Litalien has been named director of dealer sales for the United States.

Litalien, a certified franchise executive with almost two decades of franchising and independent dealer network expertise, brings strategic development results from efforts with major players including the ExxonMobil *On the Run* convenience store franchise and Frullati Café, a national food court retail chain. Litalien also serves as an adjunct professor at Georgetown University in Washington, D.C., teaching a certificate program.

“Ben’s broad base of experience and proven results distinguish him as a true leader in systems development,” said Gary Martin, Kinetico vice president of sales and marketing. “His solid background in independent dealer networks will be instrumental as Kinetico continues to connect our customers with better water technologies through a national dealer network.”

At Kinetico, Litalien will maximize the benefits of the corporate-dealer relationship by ensuring effective communication, providing support resources and leadership as well as implementing value-enhanced programs to promote the financial health of Kinetico’s individual dealers. He is also charged with broadening the company’s distribution network in the United States and assisting new dealers as they start operations.

“I am honored to join the Kinetico team, with its impressive proprietary product offering and dedicated system of support for the dealer network,” said Litalien. “I look forward to helping grow an already strong company that has a tradition for innovative thinking and commendable business ethics.”

Kinetico Incorporated

Headquartered in Newbury, Ohio, U.S.A., Kinetico is a leading manufacturer of water treatment systems. An extensive network of Kinetico dealers serving residential and light commercial customers has helped more than a million people in nearly 100 countries experience the benefits of better water. Since 1970, Kinetico has prided itself on creating unique water treatment systems that serve customers in an expanding variety of residential, commercial, industrial and municipal applications. The company also has offices and facilities in the United Kingdom, Canada, France and Denmark. Further information is available at www.kinetico.com.

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