



NEWS RELEASE

For Immediate Release:

Contact: Heidi Zimmerman
Telephone: 301-740-1421
E-mail: hzimmerman@awt.org

AWT Launches New Logo & Website

Rockville, MD (November 20, 2007) – The Association of Water Technologies (AWT) launched a new logo and website at the 2007 Annual Convention & Exposition in Colorado Springs, Colorado.

Logo

The new logo more accurately positions AWT and better reflects the goals and purpose of the Association. This dynamic new brand represents the organization and the members as on the cutting edge of current technology. It better demonstrates the breadth of AWT's expertise and its leadership position in the industry. A more detailed interpretation of the logo can be found on the AWT website at <http://www.awt.org/about/news.cfm>.

Website

The new website unveiled at the Convention is more user-friendly, easier to navigate and includes a searchable database of water treatment articles. The site contains many new features to make the lives of water treaters easier. For example, AWT members can do an instantaneous technical article search. Members can also sign up for the AWT listserv to communicate directly with other water treaters in the industry. The new site can be visited at <http://www.awt.org>.

AWT is an international trade association representing over 500 companies that specialize in industrial and commercial water treatment for heating and cooling systems. These companies may also specialize in wastewater treatment, potable water treatment, and other industry segments. For additional information about AWT, please visit our web site at www.awt.org or call our headquarters at 301-740-1421.

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