



September 11, 2007

LAS VEGAS, Sept. 11 /PRNewswire/ -- The Las Vegas-based Good Water Co. (GWC) Inc., manufacturer of the PureOFlow(TM) reverse osmosis water filtration products for home, businesses and food and beverage establishments, today announced a recent commercial partnership with GE Water and Process Technologies.

The arrangement states that GWC, Inc. is the exclusive food and beverage and original equipment manufacturer (OEM) for the General Electric (GE) Modular PRO(TM) professional series reverse osmosis components.

According to Sam Karge, director of sales and marketing for GE Water & Process Technologies, Residential and Commercial Group, the partnership means that GE has entered into an exclusive arrangement with GWC, Inc. for their new Modular PRO series components for the growing food and beverage market.

"We have devised this relationship with GWC, Inc. in an effort to tackle a number of our key growth markets," said Karge. "This allows us to have a consistent and dynamic presence in this market, without the confusion that comes from too many different players in the market."

The main feature of the partnership allows the two companies to take advantage of the base reverse osmosis technology and provide the service as inexpensive option for providing large amounts of treated reverse osmosis water to food and beverage companies. Good Water's system can provide hundreds of gallons of filtered water each day to companies utilizing the product.

"In the past, reverse osmosis technology has been cost-prohibitive for most small restaurants and commercial applications," said Karge. "This allows for many of the key restaurant chains to now have a cost-effective solution for those that could not afford it in the past."

According to GWC Co-Chair, Tom Cartwright, the arrangement represents a truly synergistic alignment between the two companies.

"Coupling GE's power, brand strength and technology with our system design experience, market focus and flexibility, represents a tremendous opportunity and benefit for our collective customers," said Cartwright.

GWC's PureOFlow(TM) reverse osmosis system also echoes the current push for food and beverage companies to go green. It utilizes less energy than other products that filter water and eliminates the need for bottled water.

"The fact that our systems do not add salt or other chemicals back into waste water, and

effectively eliminates scaling on appliances, we are able to not only provide pure water, but also help the environment at the same time," said Mike Paice, co-chair of GWC Inc., who holds the patent for the system.

GWC, Inc., located at 4280 W. Reno Ave., Suite F, in Las Vegas, specializes in providing reverse osmosis water products for the entire home, as well as for businesses and restaurants. The company offers numerous products designed to fit various needs. For more information, call 701-221-9987.

SOURCE Good Water Co. Inc.