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Leading Frac Fluid Designer and Processor Kroff Well Services, Inc. Joins Marcellus Shale Coalition to Advocate Responsible Natural Gas Development
– Pittsburgh-Based Company Dedicated to Economic Growth and Environmental Stewardship –

PITTSBURGH, January 31, 2011 – [Kroff, Inc.](http://www.kroff.com), one of the fastest-growing water treatment companies in the United States, has joined the Marcellus Shale Coalition (MSC) to offer creative solutions and expertise in the areas of responsible water treatment and waste management. Kroff Well Services, Inc. a division of Kroff, Inc., is at the forefront of engineering innovative frac fluid designs and flowback/production brine treatment technologies that are effective and environmentally responsible.

“Drilling in the Marcellus Shale has accelerated at a rapid pace, and Kroff is positioned to help oil and gas companies continue to meet environmental regulations in terms of production water and flowback remediation for reuse,” said David Kern, area manager of Kroff Well Services, Inc., and a member of the MSC Waste Management and Recycling Subcommittee. “With our sophisticated laboratory equipment, advanced software designs and a team of highly experienced consultants, Kroff is the ideal water and waste treatment company to assume a leadership position in the Marcellus Shale play.”

Members of the Marcellus Shale Coalition work with partners across the region to address issues with local, state and federal government officials and regulators in regard to all aspects of producing clean-burning natural gas. MSC is committed to the responsible development of natural gas from the Marcellus Shale and the enhancement of the region’s economy.

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Natural gas from the Marcellus Shale formation is a clean-burning, Pennsylvania-based energy source that provides economic benefits to communities across the Commonwealth. Natural gas producers have already invested more than \$4 billion for lease and land acquisition, new well drilling, infrastructure development and community partnerships, with an even greater investment expected in the future.

To learn more about production of natural gas from the Marcellus Shale, please visit www.marcelluscoalition.org. For more information about Kroff, Inc., visit www.kroff.com.

About Kroff, Inc.

Kroff, Inc. is one of the fastest-growing, full-service water treatment companies in the United States. With patented chemistry, experienced consultants and a commitment to innovation, Kroff engineers solutions for clients that ensure environmental compliance and save money. The company has six distinct business units: **Kroff Chemical Company, Inc.** (KCC), providing custom-blended chemicals and processes for water and wastewater treatment; **Kroff Facilities Services, Inc.** (KFS), enabling companies and organizations to outsource their water treatment services; **Kroff Process Technologies, Inc.** (KPT), providing process cleaners and lubricants to support the metals production and fabrication industries; **Kroff Well Services, Inc.** (KWS), offering remediation of flowback waters and production brines for frac water reuse; **Kroff Materials Reprocessing, Inc.** (KMR), which enables companies to reuse and recycle industrial manufacturing byproducts, including oil; and **Kroff International, LLC**, with projects in Japan, Europe, Africa and South America. Kroff partners with companies in primary metals, manufacturing, health care, and energy and more. Founded in 1988, Kroff is headquartered in Pittsburgh, PA. For more information, visit www.kroff.com.

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