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**Kroff, Inc. to Offer Marcellus Shale Presentation at Upcoming
Partners Through People CEO Alliance Group Meeting**

– Presentation Offers Business Leaders Insights on the Opportunities Marcellus Shale Brings to Region –

PITTSBURGH, April 25, 2011 – [Kroff, Inc.](http://www.kroff.com), one of the fastest-growing water treatment companies in the United States, is pleased to announce that David Grottenthaler, general manager of Kroff Well Services (KWS), Inc., will serve as the keynote speaker at the next Partners Through People CEO Alliance group meeting, being held on May 18th at the LeMont Restaurant in Pittsburgh. Grottenthaler’s presentation will focus on the business opportunities and inherent challenges generated by drilling and exploration in the Marcellus Shale region in Pennsylvania.

“With opportunity comes the need for environmental stewardship. Drilling in the Marcellus Shale can present tremendous growth potential for businesses in western Pennsylvania, but it also brings environmental challenges that business leaders need to be aware of and prepared for in order to be successful,” said Grottenthaler. “Kroff is positioned to help oil and gas companies continue to meet environmental regulations in terms of production water and flowback remediation. I’m looking forward to sharing my knowledge about Marcellus Shale with the CEO Alliance group.”

Grottenthaler has three decades of experience in water and wastewater treatment for a variety of industries and now focuses his efforts on frac fluid designs and water remediation for reuse in the oil and gas industry. His knowledge of fluid design formulation and water treatment quality for safe and effective reuse of frac water provides a dual perspective from both sides of critical water issues.

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Grottenthaler has invented frac fluid design chemistries, which offer environmental and effective approaches to the shale gas extraction process. These chemicals are patented and have received national and international awards.

Kroff, Inc. recently 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.

Partners Through People aims to help entrepreneurs and salespeople solve business problems and improve their business life. The Partners Through People CEO Alliance is a group of business CEOs that have a common interest in growth and development of their companies.

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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