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**Kroff, Inc. to Showcase Customized Systems Management Offerings for
Steelmaking Facilities During the AISTech 2011 Conference and Exposition**
– The Company will Exhibit to Decision Makers in the Steel Industry –

PITTSBURGH, April 27, 2011 – [Kroff, Inc.](#), one of the fastest-growing water treatment companies in the United States, will serve as an exhibitor at the upcoming AISTech 2011 Conference and Exposition, the premier industry event for The Association for Iron & Steel Technology (AIST). The event is being held from May 2-5 in Indianapolis, Indiana.

“At Kroff, Inc. we have four specialized companies that offer comprehensive and customized solutions for the steel industry. They include Kroff Chemical Company, Inc.; Kroff Facilities Services, Inc.; Kroff Process Technologies, Inc.; and Kroff Materials Reprocessing, Inc.,” said Fred Potthoff, co-owner and president of Kroff, Inc. “Our advanced technologies enable steel producers to lessen operational costs with innovative chemical, mechanical and process solutions, and we’re excited to exhibit our capabilities during AISTech 2011.”

Kroff offers companies in the steel industry solutions to ensure their facilities are safe and environmentally compliant. These solutions include custom products and applications, advanced equipment solutions, engineering support services, operations and maintenance staffing, waste minimization programs, and energy recovery and supply solutions.

The Association for Iron & Steel Technology (AIST) is a non-profit organization that advances the technical development, production, processing and application of iron and steel. AIST membership is comprised of more than 13,800 individuals worldwide and includes iron and steel producers, suppliers, academics and students. AISTech 2011 will feature international technologies from across the world, allowing steel producers to compete in today's global market.

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(cont.)**

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During AISTech 2011, Kroff, Inc. will be located at booth #881. For more information about Kroff, Inc., please 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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