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Kroff, Inc. Joins Leaders in Marcellus Shale Development, Exhibits Innovative Flowback Treatment Technologies at Shale Gas Insight Conference

– Event to be Held September 7 to 8 in Philadelphia, Pa. –

PITTSBURGH, August 30, 2011 – [Kroff, Inc.](#), one of the fastest-growing water treatment companies in the United States, will share its creative solutions and expertise in the areas of responsible water treatment as an exhibitor at the Shale Gas Insight Conference, held from September 7-8 at the Pennsylvania Convention Center in Philadelphia, Pa. The conference is hosted by the [Marcellus Shale Coalition](#) (MSC), an organization committed to the responsible development of natural gas from the Marcellus Shale geological formation and the enhancement of the region's economy.

Kroff Well Services, Inc., a Kroff, Inc. company, is at the forefront of engineering innovative frac fluid designs and flowback/production brine treatment technologies that are effective and environmentally responsible. The company is a member of the Marcellus Shale Coalition.

“At Kroff Well Services, our sophisticated technology and highly experienced team of consultants have positioned us as a leader in flowback treatment technologies, which allow for safe and effective water reuse in the Marcellus Shale,” said David Grottenthaler, general manager of Kroff, Inc. “This offers a true value proposition to companies involved in Marcellus Shale development that are seeking environmentally responsible solutions. We look forward to meeting with stakeholders in the industry and discussing our company's capabilities during the Shale Gas Insight Conference.”

Shale Gas Insight 2011 is a best-in-class conference that will offer abundant opportunities for industry stakeholders to gain insight into techniques to advance best practices and shape public policy.

For more information about Kroff, Inc., please visit www.kroff.com.

Kroff, Inc. Joins Leaders in Marcellus Shale Development, Exhibits Innovative Flowback Treatment Technologies at Shale Gas Insight Conference (cont.)

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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 includes: **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; **Kroff International, LLC**, with projects in Japan, Europe, Africa and South America; and **Kroff Lab Services, Inc. (KLS)**, offering exceptional speed and precision in water analysis and the expertise of a doctoral-level analytical team. 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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