



**FOR IMMEDIATE RELEASE**

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**Kroff Area Manager to Serve as Featured Presenter at Upcoming  
Marcellus Shale Event at University of Pittsburgh**

*– Event to be Held November 7, 2011–*

**PITTSBURGH, October 24, 2011** – [Kroff, Inc.](#), one of the fastest-growing water treatment companies in the United States, is pleased to announce that Dave Kern, area manager for Kroff Well Services, Inc. (KWS) will serve as a presenter during an upcoming Marcellus Shale event, “Mitigating Environmental Effects from Marcellus Shale Gas Drilling Operations.” The event is sponsored by the Wesley Eckenfelder Foundation, American Academy of Environmental Engineers, and the University of Pittsburgh, and will be held on November 7, 2011 from 10 a.m. to 3 p.m. at the University Club Ballroom, University of Pittsburgh. Kern’s presentation is titled, "Development of Frac Fluid Designs and Flowback Remediation Strategies for Reuse" and will be held from 10:45 to 11:10 a.m.

“I’m pleased to be a part of this educational event that explores the environmental impacts of developing the Marcellus Shale. Drilling in the Marcellus Shale is accelerating at a rapid pace in our region, and companies need to stay apprised of environmental regulations in terms of water use and reuse,” said Dave Kern, area manager of Kroff Well Services, Inc. “At Kroff, we are working closely with companies to develop frac fluid designs and flowback treatment technologies that are environmentally responsible and affordable.”

Kern will join industry experts and University of Pittsburgh professors who will also serve as presenters during the event. Kern has been a Kroff team member for more than 15 years. In his role with KWS, Kern provides clients with state-of-the-art frac fluid design and flowback remediation strategies for the Marcellus Shale.

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**Kroff Area Manager, to Serve as Featured Presenter at Upcoming  
Marcellus Shale Event at University of Pittsburgh (cont.)**

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Kroff Well Services, Inc. (KWS), a Kroff, Inc. company, is recognized as a leader in developing frac water flowback and production brine remediation procedures to allow for safe and effective reuse of these waters on subsequent frac locations. Kroff's sophisticated laboratory equipment, advanced software designs, and team of highly experienced consultants have secured a position for KWS at the forefront of engineering frac fluid designs and flowback treatment technologies. The company is also a member of the Marcellus Shale Coalition.

For more information about Kroff, Inc., please visit [www.kroff.com](http://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](http://www.kroff.com).

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