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**Kroff, Inc. to Offer Insight on Sequential Flowback Analyses  
at “DUG East Marcellus and More: Appalachian Shales” Conference**  
– *Workshop to Focus on Responsible Water Treatment in Marcellus Shale Development* –

**PITTSBURGH, October 26, 2011** – [Kroff, Inc.](#), one of the fastest-growing water treatment companies in the United States, will discuss frac fluid flowback treatment in the Marcellus Shale during a water management environmental workshop at the upcoming “DUG East Marcellus and More: Appalachian Shales.” The conference is being held from November 15-17, 2011 at the David L. Lawrence Convention Center in Pittsburgh. Dave Kern, area manager, Kroff Well Services, will speak at the workshop titled “Sequential Flowback Analyses - An understanding of their importance in high volume, high rate shale fracturing.”

“Natural gas exploration in the Marcellus Shale offers tremendous economic opportunities for our region and local businesses. However, it is imperative that companies understand that achieving true success in the Marcellus Shale requires operating in an environmentally responsible way by practicing safe development from site planning through remediation,” said Dave Kern, area manager of Kroff Well Services, Inc. “At Kroff, our technology is being used to protect local environments and communities by providing safe and effective water reuse in the Marcellus Shale.”

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. Kern is a member of the Society of Petroleum Engineers (SPE) and Association of Water Technologies.

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**Kroff, Inc. to Offer Insight on Sequential Flowback Analyses  
at “DUG East Marcellus and More: Appalachian Shales” Conference (cont.)**  
– *Workshop to Focus on Responsible Water Treatment in Marcellus Shale Development*

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.

DUG East is presented by the Unconventional Gas Center to provide a forum for the most active companies pursuing the Marcellus Shale, as well as experts in many areas that will contribute to the success of the region. DUG East gives operators, investors, and the service industry the latest economics, activity, and new technology needed to successfully develop the Marcellus Shale.

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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