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Award-Winning Year for Kroff, Inc. Co-Owner and Co-Founder

— Fred Potthoff Recognized for Entrepreneurship, Corporate Leadership in 2012 —

PITTSBURGH, November 27, 2012 – [Kroff, Inc.](#), one of the fastest-growing water treatment companies in the United States, is pleased to announce that Fred Potthoff, co-owner and co-founder, received several accolades this year that recognized his entrepreneurship and corporate leadership. Potthoff was named as a finalist for the Ernst & Young Entrepreneur Of The Year award for Western Pennsylvania and West Virginia. In addition, he was a recipient of the *Smart Business Pittsburgh 2012 Pacesetter Award*.

“At Kroff, we’ve worked to build a culture that empowers smart, capable people to create customized results for our clients, and we’ve engineered solid, steady growth throughout the company’s history,” Potthoff reflected. “These accolades speak to our continued success, and I want to thank my business partner and our employees for what we’ve accomplished as a team.”

In 1988, Potthoff co-founded Kroff with his business partner, Keith Kronk, and since its founding, the company has grown at a remarkable rate of greater than 20 percent annually. During his 35-year career, Potthoff has created a track record of successfully serving clients in nearly all industrial sectors. Potthoff is an active member of the Association of Water Technologies and served on the board of directors for three years. He is also a two-time chairman of the International Water Conference and served on the executive board for 10 years. In addition, he is an active member of the Building Owners and Managers Association, the Association for Iron and Steel Technology, and the National Association of Power Engineers.

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Award-Winning Year for Kroff, Inc. Co-Owner and Co-Founder (cont.)

— *Fred Potthoff Recognized for Entrepreneurship, Corporate Leadership in 2012* —

For more than 25 years, Ernst & Young has celebrated the entrepreneurial spirit of men and women pursuing innovation and entrepreneurial excellence. Ernst & Young founded the Entrepreneur Of The Year program to recognize entrepreneurs' achievements and perseverance.

Smart Business Pittsburgh's 2012 Pacesetter Awards recognizes business leaders who have managed to not only survive, but to expand and succeed against a backdrop of economic uncertainty that features a volatile stock market, rising taxes and a stagnant job market.

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

About Kroff, Inc.

Kroff, Inc. is one of the fastest-growing, full-service specialty chemical 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; **Kroff Lab Services, Inc.** (KLS), offering exceptional speed and precision in water analysis and the expertise of a doctoral-level analytical team; and **Kroff Chile - Tecnologías y Procesos Limitada**, which provide cost-effective custom-blended chemicals and processes for water and wastewater treatment to companies in that country. 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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