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**FOR IMMEDIATE RELEASE: Nov. 1, 2006**  
**PRESS RELEASE**

## **Hydranautics Introduces New Product Label Design**

Oceanside, CA... As the New Year rapidly approaches, Hydranautics and Nitto Denko launch a new look in labeling to accompany their new website design ([www.membranes.com](http://www.membranes.com)) and a new corporate video. All three have been retooled to best reflect the integral relationship between parent company Nitto Denko and membrane technology leader Hydranautics.

New labels for all products will be put into use at our global production facilities in Shiga Prefecture Japan, Shanghai China, Oceanside USA and by partnering manufacturer Oltremare, located in Fano, Italy. In addition to the well-known Hydranautics 'wave' logo, our product labels now have the distinctive Nitto Denko brand mark: a dark blue swirl punctuated with a red oval, the symbol stands for brilliant and flexible technology at critical moments of change.

Since our founding in 1963, Hydranautics has been committed to the highest standards of technology, research, product excellence and customer satisfaction. In 1987, Hydranautics became part of Nitto Denko, a multi-billion dollar corporation headquartered in Osaka, Japan. Nitto Denko was started in 1918, producing electrical insulation materials; it now has over 114 companies in more than 20 countries, with over 20,000 employees worldwide.

As part of Nitto Denko's global membrane division, Hydranautics is a vital member of this unique company that continuously creates new value for their customers while striving to contribute to society by delivering innovative products that provide solutions.

Hydranautics and parent company Nitto Denko together form the industry leader for membrane development with a focus on unique surface coatings. The resulting membrane technology provides solutions for customer's most demanding water treatment needs. For more information about Hydranautics please call 1-800-CPA-PURE, visit us online at [www.membranes.com](http://www.membranes.com) or send an e-mail to [info@hydranautics.com](mailto:info@hydranautics.com).