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**FOR IMMEDIATE RELEASE**

## **Francisco Vilagut Joins Falcon Waterfree as Managing Director in Europe**

LOS ANGELES, CA – October 6, 2005 - Falcon Waterfree Technologies today announced the appointment of Francisco Vilagut as Managing Director of Falcon Waterfree Europe. In this role, Francisco will be responsible for all areas of Falcon's operations in Europe.

"We are very pleased to have Francisco as part of our senior management team," said James Krug, Falcon's President and CEO. "Francisco brings broad experience in multi-national business management and market share growth, which is a great fit with Falcon Waterfree. His experience in strategic operation, sourcing, and marketing will play a critical role as we grow our international business."

Prior to joining Falcon Waterfree, Vilagut was President and General Manager of American Standard Iberica, where he increased market share and increased operational efficiency. Vilagut also held senior positions at General Electric including

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President & General Manager of GE Lighting South Europe and Global Sourcing  
Director for GE Power Controls in Europe, Africa, Middle East, and India. Before GE,  
Vilagut held leadership positions at Molex, Thomas & Betts, Redis Logar, Sociedad  
Anonima Poulain, and Lavis.

Vilagut's academic background includes electronic engineering and he is fluent in  
Spanish, English, French, Italian, and Catalan.

### **About Falcon Waterfree**

Falcon Waterfree Technologies is the world leader for zero-water consumption urinals.  
The company was formed to promote conservation of the Earth's limited supply of fresh  
water and support sustainable resource management. Falcon products are in use  
around the world, in stadiums and arenas, schools and universities, airports and every  
type of commercial and institutional facility. More information on Falcon products can be  
obtained at [www.falconwaterfree.com](http://www.falconwaterfree.com).

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