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FALCON NAMED AS ONE OF TWENTY-ONE COMPANIES ON TRACK FOR GLOBAL SUCCESS

GRAND RAPIDS, MI – November 9, 2004 – Falcon Waterfree Technologies has been named as one of 21 global companies that are poised for growth in the 21st century. The recognition was announced by InnovationWORLD in their annual IW21 report, which identifies key businesses with high-growth potential.

“We are truly honored to have been selected by InnovationWORLD for this recognition” said Jay Troger, president of Falcon’s U.S. Division. “This means that we stood out among hundreds of companies both for having an exciting and important technology and also for operating in a way that leads knowledgeable observers to predict great success for us.”

Vonage, Taser International, MedMira Laboratories, and 17 other global businesses accompany Falcon on the IW21 list. The recognized businesses represent biotechnology, telecommunications, pharmaceuticals, and other advanced technologies.

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“Attracting this kind of attention is the result of doing the right things as a business” said James Krug, President of Falcon’s International Division. “This translates into success for Falcon and our customers. We’re pleased that our products are embraced around the world, and appreciate the recognition from InnovationWORLD.”

Mitch Ratcliff, editorial director at InnovationWORLD added “these companies (the IW21) combine exceptionally promising products and services with solid financial and operational qualities that we believe set them apart from the hundreds of companies InnovationWORLD TechALERT profiled during the past 12 months. Keep an eye on the companies on this list; they are going to do big things. They’re prepared for global growth and success.”

The IW21 recognition is the result of thousands of business interviews over a 12-month period. The interviews are distilled into 240 business profiles, and then finalized as the 21 most promising companies. Several criteria are examined to determine the IW21 including the management team experience, business history, and critical success factors.

InnovationWORLD, located in San Francisco, CA, conducts research on expansion-stage companies for its subscription-based TechALERT service, which offers readers information on companies in technology-intensive industries.

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About Falcon Waterfree Technologies

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 facilities from stadiums and arenas, to schools and universities, to airports and every type of commercial and institutional facility. More information on Falcon and its products can be obtained at www.falconwaterfree.com.

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