

**PRESS RELEASE**  
For immediate release

**TSXV: HEO**  
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## **H<sub>2</sub>O Innovation: Professional Water Technologies expands its sales network, gets certified in China, and accentuates innovation**

**Quebec City, February 19, 2013** – (TSXV: HEO) – H<sub>2</sub>O Innovation Inc. (“H<sub>2</sub>O Innovation” or the “Company”) announces that Professional Water Technologies (“Professional Water Technologies” or “PWT”), its Californian business unit specialized in reverse osmosis specialty chemicals and membrane forensics services, has recently entered into agreements with three new distributors, expanding its sales network to Pakistan, Chile and Oklahoma, United States. Sales have already started and first orders have been shipped. Professional Water Technologies can now count on 20 distributors, ensuring a strong presence worldwide in its field of expertise.

Professional Water Technologies is also proud to announce that it received two major certifications in China. First, its **SpectraGuard™** product has been approved for thermal desalination technologies, and more specifically for low temperature multi-effect distillation (MED). This approval has been issued by Zhonghe Seawater Desalination Engineering Co., Ltd., a cooperation of three giants China state-owned organizations and the Chinese scientific research institute. Additionally, the Ministry of Health in China has delivered a certificate for use of **Titan ASD™ 200 SC**, a concentrated, liquid reverse osmosis antiscalant, in plants producing drinking water. “We are very confident that these new certifications will increase our sales level of specialty chemicals, not only in China but also abroad where thermal desalination is used. This important milestone reinforces our strategy to target high-growth niche markets through our innovative and competitive chemicals”, stated **Frédéric Dugré, President & CEO of H<sub>2</sub>O Innovation**.

In parallel, as part of its continuous proactive approach to support innovation and improve product development for its PWT product line, the Company has recently hired a new Product Development Chemist holding a Ph.D. in chemical engineering, and notably specialized in antiscalants and cleaners for membrane applications. “With 9 years of academic and industrial experience in water and wastewater treatment and in membrane separation, this new resource will bring major knowledge and expertise to our existing team, setting up improved grounds for innovation”, concluded **David Russell, Vice President, Specialty Chemicals & Services**.

### **Prospective disclosures**

Certain statements set forth in this press release regarding the operations and the activities of H<sub>2</sub>O Innovation as well as other communications by the Company to the public that describe more generally management objectives, projections, estimates, expectations or forecasts may constitute forward-looking statements within the meaning of securities legislation. Forward-looking statements concern analysis and other information based on forecast future results and the estimate of amounts that cannot yet be determined. Forward-looking statements include the use of words such as “anticipate”, “if”, “believe”, “continue”, “could”, “estimate”, “expect”, “intend”, “may”, “plan”, “potential”, “predict”, “project”, “should” or “will”, and other similar expressions, as well as those usually used in the future and the conditional, notably regarding certain assumptions as to the success of a venture. Those forward-looking statements involve a number of risks and uncertainties, which may result in

actual and future results of the Company to be materially different than those indicated. Information about the risk factors to which the Company is exposed is provided in the Annual Information Form dated September 25, 2012 available on SEDAR ([www.sedar.com](http://www.sedar.com)). Unless required to do so pursuant to applicable securities legislation, H<sub>2</sub>O Innovation assumes no obligation to update or revise forward-looking statements contained in this press release or in other communications as a result of new information, future events and other changes.

### **About Professional Water Technologies**

Professional Water Technologies, an H<sub>2</sub>O Innovation brand, develops, manufactures and markets specialty chemicals for municipal and industrial nanofiltration (“NF”) and reverse osmosis (“RO”) membrane systems. Its environmentally friendly phosphate-free super-concentrated antiscalants are eleven times more concentrated than standard antiscalants, reducing shipping/handling by 90% and reduce drum disposal requirements. With a complete line of NF and RO pretreatment and maintenance products, comprehensive analytical and technical capabilities, and an innovative research and development group, Professional Water Technologies offers solutions to maximize the efficiency and economy of membrane systems operations.

### **About H<sub>2</sub>O Innovation**

H<sub>2</sub>O Innovation designs and provides state-of-the-art, custom-built, and integrated water treatment solutions based on membrane filtration technology to municipal, energy & natural resources end-users. H<sub>2</sub>O Innovation also provides a complete line of specialty chemicals and consumables for membrane filtration and reverse osmosis systems. For more, visit [www.h2oinnovation.com](http://www.h2oinnovation.com).

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