



The **SAFEST WATER** In The World

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**FOR IMMEDIATE RELEASE**

## **Craig Beckman Joins MIOX as Executive VP of Business Development**

*Former GE Water executive to lead MIOX's international growth and new product commercialization*

**Albuquerque, NM – August 11, 2011** – MIOX Corporation, a leader in safe water disinfection, today announced that it has hired Craig Beckman as Executive Vice President of Business Development.

As part of the executive team, Beckman will play a key role in MIOX's aggressive business growth strategy and will be responsible for driving new partner development and new product commercialization to dramatically increase the company's distribution capacity and access to markets worldwide. He will lead the company's efforts to identify new global business opportunities and provide new partners with customized service solutions, while leveraging MIOX's position as a leading provider of on-site chemical generation.



"We are excited to have Craig join our team," commented Carlos Perea, MIOX President and CEO. "Of course we value his extensive industry expertise and this should be a tremendous asset as we develop new partnerships and grow our distribution reach. But equally important, Craig brings an entrepreneurial mindset and attitude that fits ideally at MIOX. His enthusiasm and energy to build a new type of platform technology company in the water treatment sector is contagious."

Beckman joins MIOX from GE Water where he was the vice president of global commercial development. His nineteen years of water industry experience includes roles in application engineering, marketing, sales, and sales management at membrane filtration company Osmonics and GE Water. His extensive global market experience is essential to his transition to MIOX and include food and beverage; pharmaceutical; power; municipal; biogen; oil and gas; and microelectronics.

Beckman holds a BS in Mechanical Engineering from the University of Wisconsin, Madison.

MIOX's clean technologies treat water using only salt, water and energy to generate a safe but powerful disinfectant chemical on site. Creating chemicals on site is safe, cost effective and environmentally responsible, cutting back transportation requirements, reducing carbon emissions and fuel consumption, and eliminating the storage and disposal of chemical containers.

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### **About MIOX Corporation**

MIOX Corporation ([www.miox.com](http://www.miox.com)) is focused on solving one of the world's most pressing issues: the need for affordable, safe, and healthy water. MIOX's patented water disinfection technology replaces the need to purchase, transport and store dangerous chemicals. MIOX is used in over 30 countries and in hundreds of communities across the U.S. for public drinking water systems, water reuse projects, and a variety of commercial and industrial applications.