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Frost & Sullivan Recognizes MIOX Corporation for Robust Product Line Strategy

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MOUNTAIN VIEW, Calif. - July 26, 2010 - Based on its recent analysis of the on-site hypochlorite generation (OSHG) technology market, *Frost & Sullivan* recognizes MIOX Corporation with the 2010 North American *Frost & Sullivan* Award for Product Line Strategy. The municipal water treatment market is experiencing a paradigm shift, identifying safety and the ability to provide cost-effective treatment solutions as current areas of concerns. For municipal end users that utilize bulk hypochlorite systems for treatment, OSHG technology solutions are the cost-effective and safe alternatives. MIOX Corporation is well positioned in the marketplace with a strong product line composed of small-scale, mid-range, and full-scale systems.

"The success of four major product lines that cover the three product sizes allows MIOX Corporation to address the treatment needs of both industrial and municipal end users, with varying volume capacity expectations," says *Frost & Sullivan* Research Analyst Eric Meliton. "If increased awareness for public and employee safety and environmental sustainability initiatives continue, MIOX will experience strong growth in this industry segment in the future."

MIOX Corporation's small series hypo system (HYPO-10 and HYPO-20) is the top seller for the company and works well for small well sites, small-scale commercial and industrial facilities, and residential and recreational aquatic centers. The VAULT on-site generator system (VAULT H25, H 50, H75, H100) provides hypochlorite generation for small- to mid-size systems (ranging in capacity from 25-100 lbs/day) and offers modular capacity increments for the markets it serves. Its unique self-cleaning and automatic flow control features make it virtually maintenance free, which removes cost for industrial and municipal facilities.

In the mid size range, the RIO series (RIO H1, H2, H3, H4, and H5) is popular in modular applications and is utilized by small to mid-sized municipalities, well water treatment applications, raw water applications, and industrial facilities such as bottling and beverage facilities. Finally, the large-scale RIO Grande series is ideal for larger municipalities and high-volume industrial manufacturing facilities.

The RIO Grande and VAULT series were developed to address the growing demand for high-volume capacity systems by larger municipalities and industrial end users, as well as bridge gaps in cost effective OSHG in capacities between 25-100 lbs FAC/day. The reputation developed from the continued success of the small series hypo systems and the mid-size RIO series contributed to MIOX Corporation's expansion into these larger scale and mid scale applications.

Partnerships with engineering, procurement, and construction (EPC) firms have allowed MIOX Corporation to maintain exposure within the OSHG technology marketplace, as the competitive marketplace is quite small. Acceptance of MIOX Corporation's OSHG technology product lines depends on offering competitive returns on investment, providing a solid list of product features and capabilities, improving operational efficiency and energy use, and by maintaining a solid vendor reputation – which influences procurement by both end users and EPC firms.

Already, independent third-party validation of the operational standards had identified the RIO Grande series as the leading OSHG technology for large size capacity needs. Similarly, the VAULT, launched in 2010, is another example of MIOX taking a step towards maximizing customer value. The system is operationally efficient, requires almost no maintenance or calibration, and has low capital and plant integration requirements.

"Municipalities and industrial end-users are slowly becoming more aware of the benefits of OSHG technology, inclusive of ROI, energy optimization, safety, security, and lower risk in comparison to bulk hypochlorite systems and conventional chlorine gas applications," concludes Meliton. "As this awareness continues throughout both segments of the industry, more end users will seek out alternatives, and MIOX Corporation is well positioned to address the needs for all capacity requirements."

Enhanced modular capabilities, effective product features, strong case study examples of success, combined with a solid industry reputation, are key factors moving forward to ensure market presence. MIOX Corporation has succeeded in maximizing these factors, which will secure the company's growth in the OSHG market sectors. In recognition, MIOX has been chosen as the recipient of the 2010 North American *Frost & Sullivan* Award for Product Line Strategy in the OSHG technology market.

Each year, *Frost & Sullivan* presents this award to the company that has developed a comprehensive product line that caters to the breadth of the market it serves. The award recognizes the extent to which the product line meets customer base demands and the overall impact it has in terms of customer value.

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impact it has in terms of customer value.

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About MIOX Corporation

Based in Albuquerque, New Mexico, with offices in Philadelphia, Pennsylvania, MIOX Corporation has more than 1,500 product installations in the United States and in more than 30 countries. MIOX Corporation is a core expert in issues dealing with potable water, wastewater applications, water reuse programs, commercial aquatic facilities, and other industrial applications, such as applications for the food and beverage industry. MIOX Corporation has a reputation built on providing end-users with cost-effective, innovative technology, and addressing individual end-user needs.

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