



The **SAFEST WATER** In The World

**CONTACT:**

Beth Kennedy

505-224-1140

[beth.kennedy@miox.com](mailto:beth.kennedy@miox.com)

**FOR IMMEDIATE RELEASE**

**New Brookings Mountain West Report Released**  
***Albuquerque-based MIOX Corporation Highlighted For***  
***Seeking New Applications and Markets Abroad***

**Albuquerque, NM – August 3, 2010** – The new Brookings Mountain West report “[Export West: How Intermountain West Metros Can Lead National Export Growth and Boost Competitiveness](#),” was released last week. The report, a tailored companion to the Brookings report “[Export Nation: How U.S. Metros Lead National Export Growth and Boost Competitiveness](#),” offers a compelling look at the ten large metros of the Mountain West and their performance as export hubs. The report provides a unique and timely analysis of exports of goods and services from the Mountain metros and includes rankings of the 100 largest metros according to the level of their export production, the number of jobs created by exports, and other criteria.

“In doing so the report makes an important larger point,” says Mark Muro, Co-Director, Brookings Mountain West. “It contends that international exports of goods and services offer a plausible source of sustainable growth for the West at a time when the region is searching for new demand in the wake of major malfunction of the region’s traditional migration, consumption, and real estate-driven growth model.”

MIOX Corporation, a leader in on-site generation of hypochlorite and mixed oxidants for water disinfection, was recognized in the report. Over the last five years under the leadership of a new management team, MIOX has doubled its workforce and substantially expanded its foreign business as a result of new strategic business and distributor relationships. With its new strategy, MIOX plans to have exports account for 50% of its sales on top of 100% year over year growth.

Most recently, MIOX supplied their mixed oxidant generators to the whole Mexican State of Chiapas for their drinking water, and the swimming pools of Macau’s City of Dreams, an ultra luxurious resort.

MIOX’s clean technologies treat water using only salt, water and power to generate a dilute disinfectant on site. Creating disinfectant 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.

To read the full report please visit:

[http://www.brookings.edu/~media/Files/rc/reports/2010/0726\\_exports/0726\\_mountain\\_exports\\_muro.pdf](http://www.brookings.edu/~media/Files/rc/reports/2010/0726_exports/0726_mountain_exports_muro.pdf)

**About Brookings**

The Brookings Institution is a nonprofit public policy organization based in Washington, DC. Their mission is to conduct high-quality, independent research and, based on that research, to provide innovative, practical recommendations that advance three broad goals: strengthen American democracy; foster the economic and social welfare, security and opportunity of all Americans; and, secure a more open, safe, prosperous and cooperative international system. Brookings is proud to be consistently ranked as the most influential, most quoted and most trusted think tank.

**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.