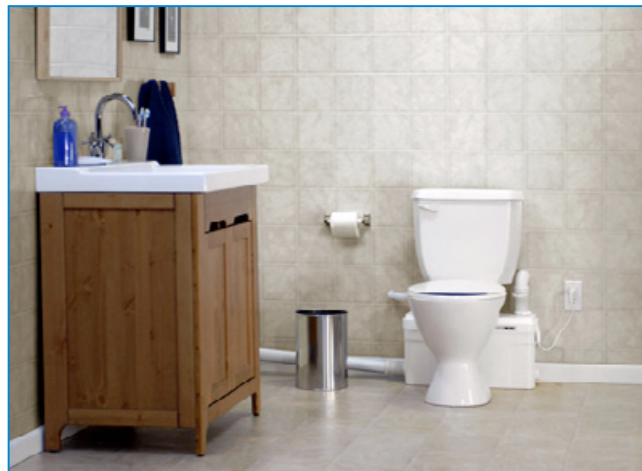


NEWS RELEASE

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Saniflo TV Ad Designed to Boost Consumer Awareness, Trade Sales in Eight NE Markets

EDISON, NEW JERSEY (FEBRUARY 16, 2007) — SFA Saniflo, Inc. is launching its first-ever television advertising campaign in the United States, targeting eight key metropolitan markets in the Northeast from February 26 through April 15 of this year. Titled “Small Space, Smart Solutions,” the 30-second spot is intended to drive business to Saniflo distributors and installers in those markets by raising consumer awareness of, and demand for, the company’s full line of macerating plumbing products.



SCENE FROM NEW SANIFLO COMMERCIAL THAT IS EXPECTED TO YIELD SEVERAL THOUSAND CONSUMER LEADS.

The commercial will run on various broadcast network affiliates in seven of the eight markets, which extend from Ohio to New England. In New Jersey, it will be delivered to Comcast and Cablevision households throughout the state, airing on more than 20 cable networks, including TBS, TNT, CNN, ESPN, CNBC, MSNBC, and HGTV.

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Saniflo TV Ad, ADD ONE

Viewers will be asked to use a toll-free telephone number to request a Saniflo brochure and to learn the nearest location to buy the product. The toll-free number is unique to whatever network is carrying the commercial, enabling Saniflo to measure the effectiveness of the campaign not only in individual metro markets, but also on individual stations.

Slated to air from 4:30 p.m. until 9:30 p.m., Eastern Time, the commercial appeals to consumers who recognize how an additional bath or powder room can boost the quality of life for a family while also enhancing a home's value. Viewers will see how easily a Saniflo up-flush system can be installed in a basement – or virtually anywhere else in the home – without the cost and hassle of making below-floor drainage connections, especially in spaces where such connections do not currently exist.

“The end goal of our campaign is to direct consumer-viewers to the nearest Saniflo location to see the product first-hand and learn how Saniflo can be a ‘smart solution’ for their homes,” says Bertrand Bouchard, president of Saniflo operations in the United States. “We expect to drive several thousand consumer leads that should generate not only increased consumer awareness for Saniflo, but also increased sales for our trade customers.

“Saniflo is committed to supporting our distributor and contractor partners with pull-through consumer marketing initiatives such as this television campaign and our ongoing print advertising efforts,” he continues. “If this current campaign meets our expectations in terms of lead-generation, we expect to mount an encore effort later in 2007 or in 2008.”

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Saniflo TV Ad, ADD TWO

SFA SANIFLO INC. is the only manufacturer of its kind in North America, offering a complete line of macerating toilet systems for residential and commercial applications. Saniflo markets through independent sales agents throughout North America, and the product line is currently available at more than 500 distributor locations in the United States and Canada.

For more information about SANIFLO, call 1-800-571-8191. Or visit the Saniflo website at www.saniflo.com.

For editorial assistance, contact John O'Reilly c/o LNC Communications: 815-469-9100 or John@LNCmail.com

To download a hi-res .tif file of the images shown in this release, use this link <http://www.lncmail.com/pr/sf0707-tv.html>