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**JD FORD & COMPANY ADVISES SUN WATER SYSTEMS IN
ITS SALE TO CATTERTON PARTNERS**

Dallas, TX January 1, 2010 – JD Ford & Company is pleased to have served as financial advisor to Sun Water Systems, Inc., in its sale to Catterton Partners. Sun Water Systems manufactures and sells the Aquasana ultra-filtration water system, and is an industry leader in consumer water filtration. The Company's unique direct to consumer business model enables it to deliver a premium product at an affordable price. With the backing of consumer industry experts Catterton Partners, the growth of Sun Water Systems is expected to accelerate substantially.

Since 1998 Sun Water Systems has delivered market leading water filtration technologies. For the past 6 consecutive years the company has been voted "Best Buy" by Consumers Digest magazine. In 2007, Sun Water Systems was recognized on Inc. Magazine's list of Fastest Growing Private Companies.

Mr. Brian Luenser, CFO of Sun Water Systems, said: "I would like to express my thanks to JD Ford for their amazing efforts in getting our company sold. As we went through the Due Diligence phase together, it quickly became apparent that it would simply not have been possible to get this deal done on our own." CEO of JD Ford & Company, Joseph Durnford, had the following to say about the transaction: "Even in this difficult economic environment rapidly growing companies continue to attract capital. It was a great pleasure working on behalf of the shareholders of Sun Water Systems. We are always honored to represent winning companies and to have the opportunity to help our clients obtain growth capital, create liquidity and transition from business ownership and management to ownership of wealth and management of lifestyle."

JD Ford & Company is a specialized Investment Bank offering sophisticated solutions to public and privately companies in a variety of industries including technology, health and wellness, consumer products, specialty retail, building products, and specialized services. Since the Firm's founding in 1996, JD Ford & Company has consistently provided clients operating throughout all phases of the business cycle with a wide variety of professional services, including: Strategic & Financial Advisory Services, M&A Transaction Services, Business Valuation Services, and a wide array of Financing Solutions. For more information please visit www.jdford.com.

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