

PRESS RELEASE

FEBRUARY 2008

Launch of www.arviatechnology.com signals start of new marketing drive

Arvia® Technology's new website, built by digital marketing consultants WadeGair (<http://www.wadegair.com>), was launched today.

The website contains information about the process behind and applications for Arvia®'s innovative water treatment technology. In addition, it promotes the wide range of benefits to customers from this cutting-edge technology. The sites launch is being promoted by an online marketing campaign "*Could the cost-effective removal of organic pollutants be the boost your business has been waiting for?*".

The campaign is aimed at encouraging potential customers to visit the site to find out how Arvia®'s technology can solve key business problems around the economical, operational and environmental issues of producing clean, high-quality water.

