

For more information contact:
Karen Puzder, Senior Marketing Manager
Kinetico Incorporated
440.564.4269
kpuzder@kinetico.com

FOR IMMEDIATE RELEASE

Global Water Treatment Leader Kinetico Incorporated Acquires Selecto Inc.

Newbury, Ohio –Kinetico Incorporated, a global leader in the water treatment industry, announced its acquisition of Selecto Inc., an Atlanta-based manufacturer of high-quality commercial and residential water filtration products. The strategic purchase combines Kinetico’s best-in-class water softeners and water purification systems with Selecto’s innovative water filtration and media technologies. Selecto will be a wholly-owned subsidiary strengthening Kinetico’s position as the provider of choice for total water care.

Kinetico is a manufacturer of premium water treatment products for residential and commercial applications with more than one million systems in use worldwide. For more than 45 years, Kinetico has taken a progressive approach to solving water problems and leads the water treatment industry in the development of groundbreaking, sustainable solutions. Expanding into new channels and markets, Kinetico is growing at double digits. Kinetico has products in more than 100 countries and six offices in North America and Europe.

“It’s wonderful to find a company and team that complement Kinetico so perfectly,” said Toby Thomas, Kinetico President and CEO. “Selecto’s highly differentiated water filtration products, corporate culture and values and its dedication to innovation are in complete alignment with Kinetico’s principles. We are delighted to be coming together so that we can change more lives through better water solutions.”

For more than 20 years, Selecto has been a leader in high-flow modular water filtration and binder-free carbon technology for food service, industrial and consumer products. The company has developed strong, lasting relationships as well as unique filtration products for some of the world’s most recognized multinational, Fortune 500 companies.

“Integration of our companies will provide customers with access to expanded resources and a broader portfolio of solutions that can be leveraged to further improve operations,” said Terry Libin, Selecto Co-founder and President. “It is incredibly satisfying to know that our company, employees and customers will be in great hands, and I look forward to being part of the next chapter.” Libin and Ehud Levy, Co-founder and CEO, will remain with the organization providing leadership and guidance.

About Kinetico

Founded in 1970, Kinetico is one of the world’s leading manufacturers and marketers of water treatment systems for the residential, commercial and OEM markets. Recognized for its reliable, economical and sustainable approach to water treatment, Kinetico products are used and recommended by millions of people all over the world. Further information is available at www.kinetico.com.