



PRESS RELEASE

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Hydration Technology Innovations **Selected by The Artemis Project™ as a 2011 Top 50 Water Company**
The Artemis Project Top 50 Unveils 2011's Most Innovative Water Technologies

ALBANY, Ore./SCOTTSDALE, Ariz. (May 17, 2011) - Hydration Technology Innovations (HTI) today announced that it has been chosen by The Artemis Project™ as a Top 50 Water Companies Competition winner.

"The Artemis Top 50 is the water industry's benchmark for recognizing innovation that will matter. It identifies the entrepreneurs that are applying technology to meet the world's water challenges," noted [Laura Shenkar](#), principal at The Artemis Project. "Water tech is quickly becoming an engine for economic development and job growth. With these awards, we strive to identify the companies offering the most promising technologies coming onto the market."

"It is a great pleasure to hear we are one of the of the Artemis Project™ Top 50 winners for the second year in a row," said Walt Shultz, CEO of Hydration Technology Innovations. "We are the first and only company to commercially manufacture a Forward Osmosis membrane and we hope to keep excelling in innovative ways."

Please visit www.theartemisproject.com/competitionpage.html for a full list of the 2009 Top 50 Water Companies Competition winners.

Links in this release:

The Artemis Project: <http://theartemisproject.com/>

Top 50 Awards: <http://theartemisproject.com/news-events/competition/>

Laura Shenkar's bio: <http://theartemisproject.com/about-us/management-bio/>

Ontario H2O Summit: <http://h2o.ocediscovery.com/en/default.aspx>

About HTI's Forward Osmosis Technology

In two state-of-the-art plant facilities located in Albany, Ore., HTI manufactures a proprietary Forward Osmosis membrane material that allows water to migrate through the membrane, powered only by a draw solution on the clean water side of the membrane, leaving behind virtually all contaminants. Osmosis is a natural process where liquids seek equilibrium when separated by a membrane or the wall of a cell, similar to the way water moves from soil into the roots of a tree. In the Forward Osmosis process water molecules flow through HTI's membrane, but do so without the need for high pumping pressure found in many traditional filtration systems. Thus, Forward Osmosis filtration systems use very little energy, are constructed from relatively low cost materials and are capable of filtering highly contaminated dirty water, even those containing high solid concentrations, without plugging. HTI is headquartered in Scottsdale, Arizona. For more information visit www.htewater.com.

About The Artemis Project:

The Artemis Project™ is a boutique consulting practice dedicated to helping companies thrive in a world of increasing water scarcity. We operate at the intersection of corporate strategy, advanced technology, investment and policy. We work with global corporations to achieve a sustainable competitive advantage through operational excellence in water management and assist advanced water technology companies in maximizing the value they bring to their customers. For more information visit: www.theartemisproject.com.

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