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Hydration Technology Innovations **Selected by The Artemis Project™ as a Top 50 Water Company**  
*Top Innovators in Global Water Technology honored at the BlueTech Innovation Forum*

ALBANY, Ore./SCOTTSDALE, Ariz. (June 8, 2010) - Hydration Technology Innovations (HTI) announced today that it has been chosen by The Artemis Project™ as a winner of the 2010 Top 50 Water Companies Competition. This award distinguishes HTI as a leading company in one of the greatest high-growth industries of the 21<sup>st</sup> Century. HTI was selected by a panel of [industry experts](#) based on four criteria: technology, intellectual property and know-how, team and market potential.

“The Artemis Project’s Top 50 Water Companies Competition winners have excelled in key areas of the emerging advanced water technology sector,” said Laura Shenkar, Principal of The Artemis Project™.

“We are excited to showcase these innovative companies and congratulate them for their achievements in creating solutions that will reinvent the water landscape.”

“We are honored to be chosen as one of the Artemis Project™ Top 50 winners,” said Walt Schultz, CEO of Hydration Technology Innovations. “This further solidifies HTI and our proprietary Forward Osmosis membrane, as a world leader in water technologies.”

The Artemis Project™ Top 50 winners are being honored today at the BlueTech Innovation Forum being held at The Renaissance Stanford Court Hotel in San Francisco <[www.bluetechforum.com](http://www.bluetechforum.com)>. Please visit <[www.theartemisproject.com/competitionpage.html](http://www.theartemisproject.com/competitionpage.html)> for a full list of the The Artemis Project™ 2010 Top 50 Water Companies Competition winners.

### **About The Artemis Project™**

Established in 2000, The Artemis Project™ is a boutique consulting practice that brings unique capabilities to 21st century water management. It combines an understanding of the most advanced water resource management solutions with an international network of developers, investors and users of advanced water technology.

As the leading authority on applying advanced water solutions to business operations, The Artemis Project™ specializes in developing holistic water management strategies for major corporations. The Artemis Project™ also supports product launches of advanced water technology into business operations worldwide. The Artemis Project™ actively participates in water industry events and supports environmental policy initiatives. More information is available at <http://www.theartemisproject.com/>.

### **About HTI’s Forward Osmosis Technology**

In 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. For more information visit [www.HTIwater.com](http://www.HTIwater.com).

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