



**FOR IMMEDIATE RELEASE**

**ENVIROTOWER NAMES CLEANTECH VETERAN AS NEW CEO**

***Paul Wickberg Brings Over 20 Years of Experience in Growing Clean Technology Companies***

**TORONTO --- April 22, 2009 ---** EnviroTower, the leader in clean cooling efficiency solutions, announced today that Paul Wickberg has been named Chief Executive Officer, effective immediately. With over 20 years of business leadership and senior management experience, Paul Wickberg brings to EnviroTower a proven track record of driving rapid growth and value creation for technology start-ups as well as Fortune 200 organizations.

“Paul’s track record in growing technology startups, extensive background in electronic building controls, energy management and enterprise software solutions and ability to scale business with large, multi-site commercial real estate accounts is an excellent fit for our company,” said John Coburn, Chairman of the Board for EnviroTower. “Paul’s experience will be invaluable as we rapidly expand our business with North America’s largest commercial real estate organizations.”

Most recently, as President and COO of Verisae, Inc., a provider of energy and asset management software, Paul grew the company from startup to multi-national status in just 4 years. Prior to Verisae, Paul was President, Emerson Climate Technologies Solutions, where he oversaw multiple divisions. He assumed this position after Emerson's acquisition of Computer Process Controls — where he was the President and one of the original founders. He is credited with creating and building Emerson Retail Services, now the leading provider of energy services to the supermarket industry, growing revenues from \$19M to \$80M over a 5-year period and is the recipient of Emerson's Technology Achievement award.

“EnviroTower offers a leading-edge solution and service that directly addresses the critical energy and water conservation efforts of the largest and most successful commercial building, institutional and industrial organizations,” said Mr. Wickberg. “We are poised to capture this enormous market opportunity with proven solution benefits and a customer base with over 3 billion square feet of commercial real estate holdings. I am thrilled to have the opportunity to lead EnviroTower in this exciting time.”

Paul holds a bachelors degree in Mechanical Engineering from Purdue University.

*EnviroTower ([www.envirotower.com](http://www.envirotower.com)), a clean technology industry leader, provides a proven, reliable solution for maximizing energy and water efficiencies while minimizing environmental impacts of cooling towers. The company enables commercial, institutional and industrial customers to drive down their energy costs through a clean, comprehensive water treatment system that delivers consistent, measurable results. The company operates across North America.*

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