

PRESS RELEASE



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FOR IMMEDIATE RELEASE:

EcoWater / Servisoft of Middlefield is chosen as a Recipient of the Better Business Bureau's 2005 Torch Awards

Mayfield Heights, OH (November 16, 2005) - The Greater Cleveland Business Bureau today announced the winners of the **2005 Better Business Bureau's Torch Awards Honoring Businesses with Integrity.**

EcoWater / Servisoft of Middlefield was selected and honored as one of eight finalists receiving Special Merit distinction. The winners were announced at the BBB's luncheon, which also honored students with integrity with scholarship awards. The Torch Awards honor businesses that, along with excellent service, have shown superior commitment to building an ethical culture as evidenced by their relationships with customers and other stakeholders. Businesses entering the award competition responded to five integrity-related questions, followed by a two-phase judging process that included testing the entries against surveys of random customers.

"It was an especially difficult task choosing this year's Torch Award winners because all of the finalists came with such impressive recommendations. These businesses stand as examples of the high standards of integrity and dedication embraced by the Better Business Bureau, and we are pleased to be able to honor them", David Weiss, president of the Cleveland Better Business Bureau. "The awards are given to companies who serve their customers and greater Cleveland communities with respect and compassion. These companies are living proof that good guys can finish first."

Dennis Hall, President, EcoWater / Servisoft of Middlefield, Inc. stated, "My family has been in business in Northeast Ohio since 1950 with EcoWater / Servisoft being established in 1965. Our founding philosophy was to conduct business with the utmost integrity, provide a valuable service with a reliable product and always exceed our customer's expectations." He went on to say, "Participating in the 2005 Torch Award process gave us a rare opportunity to look inward. We were able to ask ourselves some rather tough questions; Are we the company that we thought we were? Are we adhering to our fundamental philosophy? Do our customers think of us as highly as we think they should?"

Hall recognized the management and staff at EcoWater / Servisoft of Middlefield, Inc. as the reason for the company receiving this honor from the Better Business Bureau. He specifically recognized Dennis Young - Operations Manager, Terry Maple – General Sales Manager, John Woodard – Marketing Manager, and his wife and partner, Diane.

Family owned and operated, EcoWater / Servisoft of Middlefield, Inc. is a residential and commercial water treatment specialist with 40 years of experience improving water quality. For more information, visit www.ecowaterservisoft.com.

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