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### **Mosbaek Pursues North American Market Via New Partnerships**

**ATLANTA, October 18, 2008** — While many water management professionals in the United States and Canada may know about flow regulators, they may not know the name Mosbaek. They also may not know that the founder of Mosbaek A/S created the concept of flow regulators nearly 50 years ago, and the company is still the world's leading designer and manufacturer of these unique stormwater management tools.

That's about to change thanks to a new, aggressive marketing push by Mosbaek into North America.

"We see the United States and Canada as excellent markets that can definitely benefit from our worldwide expertise in solving stormwater management problems," said Marina Mosbaek Johannessen, chief executive officer of Mosbaek A/S ([www.mosbaek.com](http://www.mosbaek.com)). "We are eager to talk with customers that are seeking innovative and cost-effective solutions for stormwater management."

Mosbaek A/S has been designing and selling unique vortex flow regulators internationally for nearly 40 years. Their reputation for quality, rapid production and fast delivery (most units are available within three to four weeks from initial contact to manufacturing and shipping even though all units are customized) has led to significant growth (15,000 units sold since 1995). With current production at 1,400 units annually and the capacity to reach 3,500 units annually at the factory in Denmark the company sees huge opportunities on the horizon. In fact, plans are in the works to create North American production facility to accommodate the increases in regional sales.

"We want to give customers more options for solving tough water management problems. We have the products and expertise to be a true partner and trusted advisor to our customers. And the new products we are preparing to debut in the near future will make many people sit up and take notice," said Marina.

Mosbaek has begun to put its North American team in place. The division based in Atlanta, Georgia – Mosbaek North America, Inc. – has an office and staff, and there are plans to reach customers across the United States and Canada. They also plan to exhibit at water management trade shows, implement advertising campaigns and engage in public relations activities as part of building brand awareness in the North American market.

#### **ABOUT MOSBAEK A/S AND MOSBAEK NORTH AMERICA, INC.**

Mosbaek A/S is the world's leading innovators in the field of vortex flow regulation. Since the initial idea in 1969, Mosbaek A/S has created a uniquely engineered family of flow regulators that are used internationally for protection of property and environments from the hazards of flooding. Mosbaek North America, Inc. services the network of Mosbaek distributors and customers in North America from its headquarters in Atlanta, Georgia. For more information, visit [www.mosbaek.com](http://www.mosbaek.com) or call (404) 835-1791.