



ITT

**Residential &
Commercial Water**

10661 Newkirk Street
Dallas, TX 75220
Tel. 469-221-1200
Fax: 214-357-5861

FOR IMMEDIATE RELEASE

Press Contact

Samn Rinh
Marketing Analyst
ITT Flowtronex
(469) 221-1243

NEWS FROM ITT

ITT Flowtronex® Introduces “Cash for Pumpers” Program *Limited Time Offer: 10% Cash Rebate On Older, Inefficient & Fixed Speed Pumps*

DALLAS – September 30, 2009 — Borrowing a page from the highly successful “Cash for Clunkers” car program, ITT Flowtronex announced that effective September 30, 2009, it is offering a 10-percent factory-direct cash rebate for the replacement of old and inefficient irrigation pump systems.

For a limited time, the new “Cash for Pumpers” program will allow customers to replace pump equipment that has been in service for 15 years or more with a new Flowtronex Variable Frequency Drive (VFD) Silent Storm™ packaged pump system. Flowtronex VFD technology has helped many golf courses reduce energy consumption 25 percent and water consumption by 46 percent. The Silent Storm pump systems are used on 78 of the top 100 golf courses in the U.S. and in more than 72 countries worldwide. All systems are supported by 65 FlowNet™ service centers to help with fast and painless installations.

To qualify for the limited time only rebate, customers just need to send a photo of the existing/old equipment and fill out a simple rebate form after the purchase. The offer applies to all qualifying equipment in North America. Flowtronex experts are also available for a free site evaluation to help customers maximize their energy efficiency potential.



ITT

According to Boyd Rose, Flowtronex Business Manager for Turf Irrigation, it's a win-win program for everyone. "With the help of our Sponsoring Partners, The 'Cash for Pumpers' program creates a unique opportunity for budget-strained owners and operators to save significant money on both energy and water costs while getting cash back on their old equipment." Rose points out that the rebate and energy savings combined make for an improved return on investment.

About Flowtronex

Flowtronex sets the standard for quality, efficiency, and reliability and provides a wide spectrum of packaged pumping systems for Golf, Landscape, Municipal, Commercial, Sports, and other applications. Flowtronex is enhanced by the product offerings of other ITT brands, which creates impressive water quality synergies and provides solutions available from the source to the application with a world-class service network.

About ITT Corporation

ITT Corporation is a high-technology engineering and manufacturing company operating on all seven continents in three vital markets: water and fluids management, global defense and security, and motion and flow control. With a heritage of innovation, ITT partners with its customers to deliver extraordinary solutions that create more livable environments, provide protection and safety and connect our world. Headquartered in White Plains, N.Y., the company generated 2008 sales of \$11.7 billion. www.itt.com

###