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Water Conservation Shifts into Overdrive at Atlanta Motorsports Park with Falcon Waterfree Urinals

LOS ANGELES (March 31, 2010) -- When guests at Atlanta Motorsports Park make a men's room 'pit stop,' they'll have a high-tech, high-performance experience with Falcon Waterfree urinals. The touch-free, waterfree urinals are one of several environmental features at the only green sustainable motorsports park in the world and are estimated to save more than 1 million gallons of water per year, enough to fill 200 tank trucks.

"We've considered the environmental footprint of every aspect of building our motorsports park, and the Falcon Waterfree urinals meet or beat every requirement for high performance and sustainability," explains Jeremy Porter, CEO of Atlanta Motorsports Park. "Besides enlisting the top designers for our track and buildings, we're using the best equipment and fixtures such as Falcon Waterfree urinals throughout in order to provide a remarkable and exclusive experience for our club members."

Sustainable building design can be found throughout the private motorsport park, including LED lighting, solar powered automatic faucets, and maximum efficiency HVAC

systems. The Falcon Waterfree urinals, which can save up 40,000 gallons per urinal per year, provide odor-free operation with a patented cartridge system and eliminate costly flush valve maintenance. Falcon Waterfree urinals are also installed at Las Vegas Motor Speedway, Atlanta Motor Speedway, Toyota Speedway, Auto Club Speedway and Infineon Raceway, but Atlanta Motorsports Park is the first and only such facility in the world to be designed and built with environmental sustainability features throughout. The new motorsports park is scheduled to open in the fall of 2010.

About Falcon Waterfree Technologies

Falcon Waterfree Technologies is the most popular and widely installed brand of waterfree urinal in the world. The company was formed to promote conservation of the Earth's limited supply of fresh water and support sustainable resource management. Falcon products are in use in 45 countries around the world, in stadiums and arenas, schools and universities, airports and every type of commercial and institutional facility. More information on Falcon products can be obtained at FalconWaterfree.com.

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