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**FOR IMMEDIATE RELEASE**

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### **PUMP SYSTEMS MATTER™ ANNOUNCES FOUR NEW SPONSORS**

**PARSIPPANY, NJ, October 2, 2008** – *Pump Systems Matter™* (PSM), a North American educational organization aimed at lowering energy needs by optimizing pump system performance, announced partnerships with four new sponsor organizations. New York State Energy Research and Development Authority (NYSERDA), Pacific Gas & Electric (PG&E), Schneider Electric/Square D Company, and Sulzer Process Pumps have joined the growing list of 30+ PSM Sponsors.

With this additional support, PSM continues to focus efforts on developing market awareness, education and training that will help drive energy efficiency and other key improvements in pumping systems.

“PSM’s initiative to change the customer’s decision making process when purchasing equipment falls in line with NYSEERDA’s efforts focused on reducing the energy use of pump systems,” says Alison Stradley, Assistant Project Manager of NYSEERDA. “Our sponsorship will provide additional outreach, training, and educational tools to both trade allies and customers, which will not only benefit NYSEERDA’s programs, but all New Yorkers.”

“Pump Systems Matter is the perfect complement to our “Make the Most of Your Energy Initiative”, says Jack Creamer, Schneider Electric Market Segment Manager - Pumping Equipment. “As pumping systems are the primary energy consumer for many end customers, our PSM sponsorship allows us to partner with the industry’s leading pump manufacturers, and to leverage our collective technologies to bring winning solutions to these customers. This partnership also enables us to provide our customers with a complete understanding of the energy savings potential - from pump design, to application, to control, and helps to jointly create the market awareness and the industry tools to ensure alignment with evolving industry standards,” says Creamer.

*Pump Systems Matter™*, officially incorporated as a new 501(c) 3 educational organization in 2006, is currently seeking sponsors and board members that can actively contribute to its initiative. Membership in *Pump Systems Matter™* is open to utilities, market transformation organizations, government agencies, pump users, engineering consultants, academia, trade and professional associations as well as the existing Hydraulic Institute Membership. Interested organizations are invited to contact “*Pump Systems Matter™*” marketing manager Joanne Bachmann at (973) 267-9700 x 22 or via [JBachmann@pumps.org](mailto:JBachmann@pumps.org).

Developed by the Hydraulic Institute, Pump Systems Matter is an educational initiative created to assist North American pump users gain a more competitive business advantage through strategic, broad-based energy management and pump system performance optimization. PSM's mission is to provide the marketplace with tools and collaborative opportunities to integrate pump system performance optimization and efficient energy management practices into normal business operations. Visit [www.PumpSystemsMatter.org](http://www.PumpSystemsMatter.org) for more information.

The Hydraulic Institute (HI) is the largest association of pump producers in North America and is a global authority on pumps and pumping systems. Its mission is to serve as a forum for the exchange of industry information, while providing value-added services to member companies and pump users worldwide. This includes the development and delivery of comprehensive industry standards as well as the expansion of knowledge that effectively advances the application, testing, installation, operation and maintenance of pumps and pumping systems. Visit [www.Pumps.org](http://www.Pumps.org) and [www.PumpLearning.org](http://www.PumpLearning.org) for more information.

For information on the new Pump Systems Matter sponsors, please visit their websites:

New York State Energy Research and Development Authority (NYSERDA) - [www.nyserda.org](http://www.nyserda.org)

Pacific Gas & Electric (PG&E) – [www.pge.com](http://www.pge.com)

Schneider Electric/Square D Company - [www.us.schneider-electric.com](http://www.us.schneider-electric.com)

Sulzer Process Pumps - [www.sulzerpumps.com](http://www.sulzerpumps.com)

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