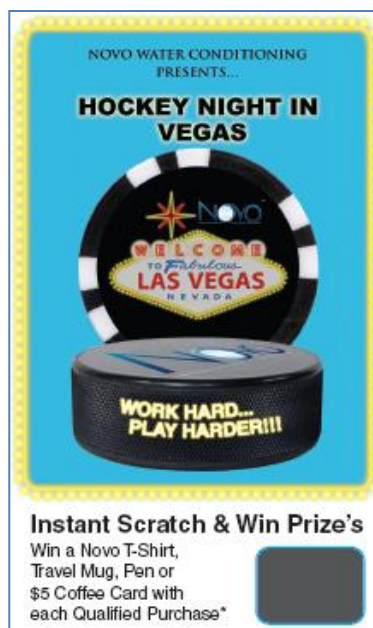




'Hockey Night in Vegas' Promotion Launched



Regina, SK; Kitchener ON (Oct 17, 2011) – Novo Water Conditioning, a Division of Canature North America Inc., announced the launch of their **'Hockey Night in Vegas'** Promotion. From now until February 15, 2012.

Any plumber purchasing Novo Water Softeners, Whole-house Filters, RO's or UV's from a Participating Stocking Wholesaler will instantly scratch & win ballot to win one of four great Novo prizes.

Then purchasers can enter their ballot into the counter ballot box for a chance to win one of two Trips for Two to Las Vegas to attend the NHL® Player Awards. Winners will receive an Official NHL Awards Package that includes: 5 nights accommodations, reserved tickets to the 2012 Awards, cocktail reception with live entertainment & open bar, souvenir gifts. There will be one draw for Western Canada and one for Eastern Canada.

There will also be eight draws for Two NHL® game tickets (4 winners West / 4 winners East) for the team of your choice (based on availability. Does not include transportation or accommodations).

Novo Water Conditioning, a division of Canature North America Inc., sells residential & commercial water treatment products and Dynamic brand sump and sewage pumps. The Canadian owned & operated company sells and supports its products through plumbing and heating wholesalers across Canada.

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