

**WATER STANDARD COMPANY WILL BE FEATURED ON SUNDANCE CHANNEL'S
ORIGINAL SERIES
"BIG IDEAS FOR A SMALL PLANET"™ ON TUESDAY, APRIL 15**

Feb. 1, 2008 – **Water Standard Company** will be featured on Sundance Channel's original series "Big Ideas For A Small Planet" in the episode "Water" airing on Tuesday, **April 15** at 9:00 ET (please adjust for local time).

Water is likely to be a flash point in the 21st Century, as population growth collides with droughts and dwindling reserves. This episode introduces three people who are embracing creative solutions to the looming shortage of drinking water – be it desalinating the ocean, catching rainwater or cleaning up our rivers.

Water Standard Company (WSC) is a water treatment company integrating vessel-based water treatment technology on its Seawater Desalination Vessel with the commitment to be one of the significant solutions for the global water shortage challenges. In partnership with nature, WSC provides an environmentally sound, reliable, and secure option for producing critically needed fresh water for areas facing near and long-term crisis. The WSC goal is crystal clear: To change the world of tomorrow by helping protect it today.

"Big Ideas for a Small Planet," is a documentary series presenting the forward-thinking designers, products and processes that are on the leading edge of a new green world. Each episode revolves around a different green theme as it spotlights a specific innovator or innovation that has the potential to transform our everyday lives. The individuals profiled range from scientists to fashion and product designers, entrepreneurs to first-time inventors. The series also features a cast of recurring expert commentators, including activists, scientists, writers, and environmental personalities who provide the big-picture context to each week's stories. "Big Ideas for a Small Planet" is produced by Scout Productions ("Queer Eye for the Straight Guy" NBC/Bravo and *The Fog of War*).

"Big Ideas for a Small Planet" airs as part of **THE GREEN**, a weekly primetime destination airing Tuesdays on Sundance Channel that focuses on environmental topics. **THE GREEN** is presented by Lexus Hybrid Living and Citi Smith Barney.

Under the creative direction of Robert Redford, Sundance Channel is the television destination for independent-minded viewers seeking something different. Bold, uncompromising and irreverent, Sundance Channel offers audiences a diverse and engaging selection of films, documentaries, and original programs, all unedited and commercial free. Launched in 1996, Sundance Channel is a venture of NBC Universal, CBS, and Robert Redford. Sundance Channel operates independently of the non-profit Sundance Institute and the Sundance Film Festival, but shares the overall Sundance mission of encouraging artistic freedom of expression. Sundance Channel's website address is www.sundancechannel.com.

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