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Press Release

**Pacific Environmental Resources Corp.
Renamed PERC Water Corporation**
06.01.09, 03:09 PM EDT



COSTA MESA, Calif., June 1
/PRNewswire/ -- Pacific
Environmental Resources

Corp., a water recycling company, announced that it has changed its name to PERC Water Corporation ("PERC Water"). The change is effective immediately. In conjunction with the rename, PERC Water launched a new logo, visual identity and website (www.percwater.com).

(Logo: <http://www.newscom.com/cgi-bin/prnh/20090601/LA25533>)

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PERC Water's new corporate identity reflects their commitment to innovation and the environment. They prioritized retaining the integrity and visual recognition of their original brand, preserving the global recycling emphasis and organic color palette of the original logo. The new tagline - Pure Genius - is illustrative of their pioneering approach to water recycling.

Brian Cullen, president of PERC Water, believes the new brand more effectively represents PERC Water's objectives: "Our goal was to better define our mission as a water recycling company, and leverage the existing brand equity into PERC Water Corporation. We believe we achieved our goal and are very pleased with our fresh new image."

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PERC Water was recently recognized by industry leaders for their innovation. Global Water Intelligence presented them with the Global Water Awards' 2009 "Water Deal of the Year" Award of Distinction, commending their use of public-private

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partnerships, for their contract to design, build, operate and finance the Santa Paula Water Recycling Facility in Ventura County, California. They were also awarded the "Best Project - Water/Wastewater" by the Design-Build Institute of America for their SPA 3 Water Recycling Facility in Surprise, Arizona.

The new website will enable viewers to quickly gain an understanding of PERC Water's breadth of capabilities and philosophy of providing the most comprehensive, cost-effective and community-friendly service in the industry.

PERC Water retained an outside branding agency, Idea Hall, to manage the rebranding process.

About PERC Water

PERC Water is a water recycling company that designs, builds, operates and manages water recycling facilities throughout the United States. They have designed more than 55 facilities - 20 of which they have designed, built and operated. The company guarantees water of the highest quality and assumes the risks associated with water recycling. PERC Water is headquartered in Costa Mesa, CA. See www.percwater.com for more information.

SOURCE PERC Water Corporation

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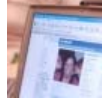
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