

P.O Box 8050
Madison, WI 53708 USA
Telephone 608.222.3484
Fax 608.222.9314

NEWS RELEASE

www.boumatic.com

Date: 1 October 2007

Contact: John R. Mansavage
Marketing Communications Director
BouMatic
Phone: 608.224.2989
Email: jmansavage@boumatic.com

BOUMATIC INTRODUCES THE H2OXY DAIRY CATTLE WATER TREATMENT SYSTEM AT WORLD DAIRY EXPO

MADISON, WISCONSIN – BouMatic™, a global dairy equipment and chemical manufacturer, unveiled *H2Oxy*™, its new dairy cattle water treatment system at World Dairy Expo.

“Designed to maximize milk production, increase profits and reduce labor, BouMatic’s *H2Oxy*™ removes unpleasant odors and flavors from drinking water,” said Phil Wood, BouMatic Chemical Product Manager. “Water intake for dairy cattle is critically important and dairy operators risk a substantial drop in production when herds are not drinking their appropriate daily water volume,” he added.

The *H2Oxy*™ process pumps farm well water through a metering pump where it is injected and combined with the cattle’s drinking water. Excellent for use on dairies with excessive levels of iron, hydrogen sulfide and other trace elements and algae, slime, or microbial growth in water tanks, *H2Oxy*™ is also formulated to help keep water systems clean and operating more efficiently.

“Clean water with no unpleasant odor or taste encourages cattle to drink more and this helps increase milk production,” Wood said. “Saving the time, labor and costs of cleaning water tanks and water systems is also one of the key benefits of using *H2Oxy*™,” he added

- more -

Currently BouMatic is introducing several new products at major dairy and agricultural expositions worldwide. In addition to the *Xcalibur™ 360EX*, BouMatic is launching *BlueMAX™*, a revolutionary new no-mix chloride dioxide teat dip, *BedCide™*, a super absorbent, germ-fighting bedding conditioner for dairy cows, the *DualFlo™* swing over parlor milking system and the *Glacier™ VK Series* packaged chiller.

BouMatic has dairy equipment and supply sales in over 40 countries, and employs over 400 people worldwide, with corporate offices in Madison, Wisconsin, USA and Remicourt, Belgium. For more information go to: www.boumatic.com

XXXXXXXXXXXXX