

NEWS RELEASE

For more information, contact:

Suzanne Freckmann, (414) 530-0844

suzannef@sbcglobal.net

BRADLEY CORP. GENERATES DIALOGUE ON COST-SAVING GREEN MANUFACTURING STRATEGIES

- Companies Seek New Ways to Survive and Thrive in a Lean and Green Economy -

MENOMONEE FALLS, Wis., (Feb. 20, 2009) — In a quest to “green” and enhance their company’s manufacturing processes, nearly 200 Milwaukee-area executives attended the 2nd Annual Green Manufacturing Summit, presented by Bradley Corp., manufacturer of efficient plumbing solutions, in partnership with Wisconsin’s Focus on Energy and the Milwaukee *Journal-Sentinel*. The Summit gathered architects, engineers, and business and community leaders who shared sustainable strategies proven to make their processes more efficient and productive, while reducing utility costs.

“For 88 years, Bradley has designed and manufactured water- and energy-conserving plumbing technologies and fixtures that have helped green our customer’s facilities,” says Mike Sipek, COO, Bradley Corp. “Our long-standing green philosophy continues to drive us to further explore innovative sustainable strategies with fellow industry leaders – especially at a time when companies are looking for new ways to adapt to – and prosper in – a leaner and greener economy.”

A common theme of the Summit, which was held at the Schlitz Audubon Nature Center in Milwaukee, was how operational savings from reducing use of energy, water and other natural resources offsets the initial investment of becoming green. “Green is not just environmental sustainability,” says Jon Domnisse, director of new product development and marketing, Bradley Corp. “Green is business sustainability too.”

In her keynote address, Kim Marotta, vice president, Corporate Social Responsibility, MillerCoors, presented a variety of sustainable strategies implemented by the prominent brewing company. By examining MillerCoors’ water, energy and carbon footprint reductions throughout its supply chain, along with other environmental sustainability efforts, this motivating case study helped set the stage for the day’s discussion.

Next, a dynamic panel discussion focused on ways companies can reduce their corporate water footprint and employ other water usage and efficiency strategies. The distinguished panelists included: Ann Beier, director, The City of Milwaukee’s Office of Environmental Sustainability; William Holahan; professor and chair of the economics department, University of Wisconsin-Milwaukee; Kim Marotta, MillerCoors; Richard Meeusen, chairman and CEO, Badger Meter, Inc.; and Mike Sipek, Bradley Corp.

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The panelists touched on how businesses own a huge stake in the region's and world's water problems – for both profit and social responsibility reasons – and outlined new water initiatives in the Milwaukee-area, such as a local consortium of business leaders working to expand the region's economy by developing the field of water technology. Speakers also outlined specific examples of how they have addressed water conservation in their companies.

Breakout sessions covered key topics in the realm of Green Manufacturing, such as practical tips on making an energy assessment and cutting energy costs, as described by Nate Altfeather who works with Wisconsin's statewide energy program, Focus on Energy. Another session on Lean Manufacturing by Dr. Joseph Jacobsen, associate dean at Milwaukee Area Technical College, delved into how to apply and adapt quality improvement techniques to the use of energy and water.

Sue Loomans with the Wisconsin Green Building Alliance (WGBA) and Phil Vetterkind with Hunzinger Construction demonstrated how LEED for Existing Buildings presents a tremendous opportunity to improve building performance while reducing operations and maintenance costs.

Other breakout session highlights included:

- Ryan Holl of Orion Energy Systems discussed new integrated lighting systems that use less energy without compromising operations.
- Steelcase's Mike Sanders examined the impacts of life cycle assessment and materials selection on the manufacturing process, with a focus on best practices and benchmarking questions.
- Joe Kovacich, vice president, Miller Compressing Company, outlined strategies for implementing Environmental Protection Management Systems, which are becoming more prevalent as companies look to comply with regulatory requirements.
- Jeff Neubauer, CEO, Kranz, Inc., discussed the bottom line benefits of green cleaning.

The day concluded with a tour of the Gold LEED certified Schlitz Audubon Nature Center, which educated participants on the facility's photovoltaic solar power system, low-flow plumbing fixtures, geothermal heating system and other green building features.

About Bradley Corp.

For more than 85 years, Bradley Corporation has designed and manufactured commercial washfountains, and today is the industry's exclusive source for plumbing fixtures, washroom accessories, restroom partitions, emergency fixtures and solid plastic lockers. Headquartered in Menomonee Falls, Wis., Bradley serves the commercial, industrial, health care, recreation, education, and corrections markets worldwide. For more information, contact Bradley, Telephone: (800) Bradley; Fax: (262) 251-5817; www.bradleycorp.com.