



## **MINNESOTA TWINS AND PENTAIR ANNOUNCE FIRST-OF-ITS-KIND SUSTAINABLE WATER SOLUTION IN MAJOR LEAGUE SPORTS**

*Target Field to Spotlight New Standard for Water Use in Sports Facilities*

*Through Pentair's Water Sponsorship*

**MINNEAPOLIS – January 12, 2010** – Major League Baseball's Minnesota Twins and Pentair, Inc. (NYSE: PNR), in conjunction with sports sponsorship agency GreenMark, today announced plans to install the highest-profile sustainable water solution in sports to date.

The Twins and Pentair, the Minneapolis-based worldwide water solutions leader, are partnering to spotlight the global issue of water by setting a new standard for water use in sports facilities. Pentair will donate and install a custom-designed Rain Water Recycle System (RWRS) that will capture, conserve and reuse rain water at Target Field, the new world-class home of the Minnesota Twins in April 2010. Pentair's RWRS is estimated to reduce the need for municipal water at Target Field by over 50 percent, helping the ballpark to qualify for LEED certification and saving more than 2 million gallons of water annually.

Under a multi-year sponsorship agreement, Pentair will be "The Official Sustainable Water Provider" for the Minnesota Twins organization and Target Field. Pentair technology will purify rain water to a level equal to or better than municipal tap water standards. The system is designed to allow the Minnesota Twins to recycle and conserve water used to wash down the lower decks of the stadium and irrigate the ball field. Additionally, Pentair's Everpure® tap water filtration systems will be installed in each Target Field suite, as well as in administrative offices and training rooms, to enhance water quality and reduce the use of plastic bottled drinking water.

"Water is a leading global environmental issue but has received only limited attention in sports. Today, the Minnesota Twins are proud to introduce a new environmental standard in sports that moves beyond waste and clean energy solutions to address water scarcity and quality, some of the most pressing environmental concerns of our time," said Twins President Dave St. Peter. "While clean water is a global issue, it really hits home for Twins fans in the City of Lakes, the Land of 10,000 Lakes and the Great Lakes Region. With Pentair's cutting-edge technology and GreenMark's enlightened approach to sponsorship, we are excited to launch an entirely new category of sports sponsorship that is a win-win for the environment and sports franchises."

The Minnesota Twins and Pentair will raise awareness among fans of Major League Baseball and the general public about the issues of water scarcity and quality. A variety of water-related educational opportunities will be used at the new ballpark to elevate the public's understanding of water stewardship.

"We are pleased to partner with the Minnesota Twins and offer our hometown team a sustainable water solution that is a first in the nation, at any sports venue," said Randall J. Hogan, Pentair chairman and chief executive officer. "We hope to create awareness of water quality and scarcity issues, and educate the public about conservation and available technologies."

The first-of-its-kind sponsorship was developed by GreenMark, a Minneapolis-based environmental sports marketing and green sponsorship agency. GreenMark has created new categories of sponsorship that harness the power of the marketplace to drive environmental stewardship in the sports experience.

“Sports offer a unique and powerful promotional platform for brands. But maximizing the opportunity in this era of corporate responsibility requires a perspective and experience different from the standard sports marketing approach,” stated Mark Andrew, president and founder of GreenMark. “We are excited to help bring the Minnesota Twins and Pentair together to create a landmark partnership that drives greater value to sports sponsorship. Together, we are elevating green in sponsorships in an authentic and creative way that will serve as a prototype for other sports organizations.”

#### **About Pentair, Inc.**

Pentair ([www.pentair.com](http://www.pentair.com)) is a diversified operating company headquartered in Minneapolis, Minnesota. Its Water Group is a global leader in providing innovative products and systems used worldwide in the movement, treatment, storage and enjoyment of water. Pentair’s Technical Products Group is a leader in the global enclosures and thermal management markets, designing and manufacturing thermal management products and standard, modified, and custom enclosures that house and protect sensitive electronics and electrical components. With 2008 revenues of \$3.35 billion, Pentair employs approximately 13,100 people worldwide.

#### **About Target Field**

Target Field, one of America's most urban ballparks, will be located in the historic Warehouse district of downtown Minneapolis. Site clearing began May 15, 2007, with actual construction commencing in August 2007. Designed by Populous (formerly HOK Sport) with Mortenson Construction serving as construction manager, the 40,000 seat ballpark is slated for completion prior to Opening Day 2010 and the cost of construction is \$425 million. The Twins and Target Corporation announced a historic 25-year naming agreement for Target Field and Target Plaza on September 15, 2008. The Twins Ballpark Webcams provide fans the opportunity to view progress on the construction of the new downtown Minneapolis ballpark through completion in the spring of 2010. For more information on Target Field and to view the site through the Webcam, visit [www.twinsbaseball.com/newballpark](http://www.twinsbaseball.com/newballpark).

#### **About GreenMark**

GreenMark ([www.greenmarksports.com](http://www.greenmarksports.com)) is the leading environmental sports marketing and green sponsorship agency. It has developed the first environmental sports marketing protocol—the EcoBrand™ Experience—that creates green sponsorship as a new dimension of sports marketing. GreenMark integrates environmental assets into sports facilities and team operations to transform a powerful sustainability platform into memorable sponsorship.

#### **Media Contacts:**

Padilla Speer Beardsley for Pentair – Whitney Mares, 612-455-1748, [wmares@psbpr.com](mailto:wmares@psbpr.com)

Padilla Speer Beardsley for Pentair – Shawn Brumbaugh, 612-455-1754, [sbrumbaugh@psbpr.com](mailto:sbrumbaugh@psbpr.com)

Minnesota Twins – Kevin Smith, 612-659-3500, [kevinsmith@twinsbaseball.com](mailto:kevinsmith@twinsbaseball.com)

Pentair – Todd Gleason, 763-656-5570, [todd.gleason@pentair.com](mailto:todd.gleason@pentair.com)

GreenMark – Mark Andrew, 612-306-5063, [mandrew@greenmarksports.com](mailto:mandrew@greenmarksports.com)