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**FOR IMMEDIATE RELEASE**

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**COOLING TOWER MODERNIZATION – LUNCH AND LEARN**

*Creating NEW Value from Existing Cooling Towers with Thermal Engineering  
and the Patented Zephyr Integrated Drive System™*

January 5, 2012 - Prime Datum, Inc. and GEA Power Cooling will continue hosting Cooling Tower Modernization Lunch and Learn information sessions in 2012.

The 90-minute Cooling Tower Modernization information session features the benefits of an “Engineered Solution” as opposed to buying parts that don’t perform. Approaching the cooling tower as a system, engineering inspections combined with thermal and structural design analysis are used to assess current and potential cooling operation that can then determine project budgets and justification.

According to Richard Hebert, CEO of GEA Power Cooling, “An engineered solution will provide less production downtime and interruption along with lower life cycle cost and greater cooling performance and safety.”

During the Lunch and Learn Hebert will provide an update to EPA316B with regards to one pass cooling systems and other environmental legislation that will affect cooling towers.

Modernization of older cooling towers is typically half the cost of building a new replacement tower and now can provide additional cooling within the current footprint with the patented Zephyr Integrated Drive System™. The Zephyr provides improved safety, True™ De-Icing Service, and is environmentally friendly with demonstrated energy savings of 45% that can qualify the entire project for ESCO financing.

This value proposition is very attractive when compared to the cost of a new tower and more importantly the time and legal issues involved acquiring permits. In addition, Prime Datum offers Turnkey Cooling Tower Solutions focused on the delivery of cold water to your process with a Performance Guarantee and Parts and Service Warranty.

Pat Rollins, CEO of Prime Datum, said, “the patented Zephyr Integrated Drive System™ is a purpose built system specifically designed for cooling towers to improve process reliability and to avoid the losses in production and revenue currently experienced by operators. Turnkey integrated systems like the Zephyr will be required to meet new EPA regulations and to manage energy costs in order to maintain production and profitability.”

To learn more visit: [primedatumzephyr.com/pages/cooling-tower-modernization.html](http://primedatumzephyr.com/pages/cooling-tower-modernization.html) or to schedule a Cooling Tower Modernization Lunch and Learn please call (585) 393.3529.

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