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FOR IMMEDIATE RELEASE

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ZEPHYR SYSTEM™ TRANSFORMS COOLING TOWERS INTO NEW PROFIT CENTERS

CANANDAIGUA, NY: The importance of cooling performance and reliability to refining has increased with the recent implementation of advanced cracking and forming processes. Cooling towers are mission critical, energy intensive capital assets for refining, and the Zephyr Integrated Drive System (patent pending) is transforming cooling towers into new profit centers. Prime Datum (PDI) and its cooling tower partner, GEA Power Cooling, Inc., are scheduling presentations nationwide throughout 2011 regarding the successful beta test of PDI's Zephyr Integrated Drive System at a Hawaii refinery.

The Zephyr is a purpose built integrated drive system specifically developed to address the poor reliability and high cost of ownership of the current complex fan gearbox system. In addition, the inherent variable speed architecture of the Zephyr allows for lucrative energy savings. The paradigm shift from cooling towers as low value assets to critical profit centers is driven by new refining economics and the realization that established cooling towers have untapped potential for additional cooling and energy savings. Repairing, modifying and upgrading existing towers with the addition of the Zephyr System™ not only provide required cooling performance but also savings in energy, service and maintenance expense as well as utility rebates that provide a typical Return on Investment of 30 months. The Zephyr System™ demonstrated energy savings of 45% at the Hawaii refinery and is particularly suited to older cooling towers where the cost of energy is high. The Zephyr combined with GEA's advanced thermal engineering allows older towers to be upgraded and modernized to meet the needs of today's refining economics. The Zephyr System and required cooling tower upgrades qualify for ESCO financing, and Prime Datum can assist with applications for utility rebates.

Prime Datum is scheduling presentations offered by Pat Rollins, CEO of Prime Datum, and Richard Hebert, CEO of GEA Power Cooling, that will include:

- Zephyr System™ beta test results
- Zephyr System™ features and benefits
- Zephyr System™ Application Engineering and cooling tower integration.

For more information regarding the Zephyr please visit PrimeDatum.com. To schedule a presentation please call Pat Rollins at 585.393.3529 or email pat.rollins@Primedatum.com.

Prime Datum, Inc. is a product development company and OEM of high torque, low variable speed, prime driver systems for mission critical, energy intensive industries. Prime Datum adapts advanced technology and develops robust industrial systems that are highly reliable and energy efficient creating new profits from new technology.

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