



NEWS RELEASE
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New Comic Strip Offers a Humorous Look at Stormwater Management

Anaheim, CA. StormCON 2009 --: He's a mild-mannered stormwater engineer by day and ...well, a mild-mannered stormwater engineer by night, too. Introducing *Stormwater Steve*, an industry character created by Imbrium.

The new comic strip, offers a glimpse into the daily life of a stormwater management engineer, Steve. A 15-year veteran of the industry, he must deal with the distractions of persistent sales reps, over-eager interns, a clueless boss and a self-absorbed mayor. All in the pursuit of the perfect BMP -- and Stormwater Steve has yet to encounter a BMP that he couldn't improve.

The Imbrium team created Stormwater Steve with a two-fold purpose: for comic relief within the industry, and to address the issues facing stormwater professionals every day.

For this reason, the Stormwater Steve website also includes a forum for stormwater professionals to provide comments as well as ideas for future episodes.

Stormwater Steve is available on the web and via free email subscription. Visit: www.stormwatersteve.com to subscribe today.

About Imbrium

Imbrium® (imbriumsystems.com) designs and develops stormwater treatment technologies to protect water resources from pollutants. Imbrium has a strong record for innovation in the industry as the creator of the Stormceptor® oil and sediment separator, the Jellyfish fine sediment filter, and Sorbtive™ MEDIA and Sorbtive™ FILTER for high levels of phosphorus removal. Imbrium's presence at StormCon is Booth #505.

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