

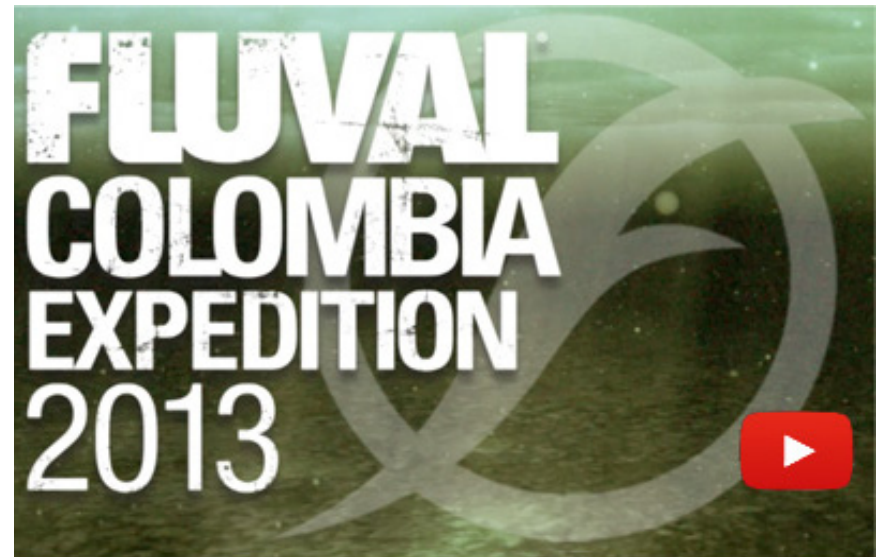
FLUVAL DISCOVERS NEW FISH DURING RECENT COLOMBIA EXPEDITION

Achievement to be Featured in Film

MONTREAL, CANADA (August 5, 2013) – Fluval is proud to announce that an entirely new species of Pike Cichlid was discovered during a recent company-sponsored expedition to Colombia, which will be shared with the aquatic world in a soon-to-be-released Fluval documentary.

For thirteen days near the end of the latest Colombian dry season, Fluval's Tom Sarac led a team of aquatic explorers across 2,600 kilometres (1,600 miles) of the Llanos, a vast tropical grassland plain situated to the east of the Andes. The group's mission was three-fold; to understand and witness this rich bio-diverse environment firsthand, implement their learnings into habitat-accurate products for the home aquarium hobby and, lastly, bring awareness to help protect this precious natural environment from threats such as deforestation, mining and oil/gas production.

The discovery of the new fish, with a unique "W" shaped trident marking located near its gills, will be featured in Fluval's upcoming Colombia Expedition film, which will be released in conjunction with the launch of the all-new www.fluvalaquatics.com website later next month. Aquatic fans are encouraged to register on the Fluval homepage now in order to be alerted as soon as the site goes live.



A one-minute long trailer of the Colombia Expedition was released earlier today, which can be viewed at <http://youtu.be/FSGDnUdptM0>, or by visiting the Fluval Youtube channel at www.youtube.com/fluvalblog.

Fluval is currently in the planning stages of its next expedition, which will take place in Papua New Guinea later this year. Legendary aquatic explorer and Fluval ambassador Heiko Bleher will be among the participants attending that adventure.

About Rolf C. Hagen Inc.

Founded in 1955, Rolf C. Hagen Inc. is a family-owned, leading international manufacturer and distributor of pet care products, pet food and treats. Headquartered in Montreal, Canada, the company has sales, manufacturing and distribution facilities in North America, Europe and Asia. The company has a large portfolio of trusted, quality, leadership brands for all pets, including Fluval, Exo Terra, Dogit, Catit, Nutrience, Laguna, Living World, Tropican, Tropimix, Prime, Habitrail, Marina, Nutrafin and Zoe. For more information about Hagen, visit www.hagen.com.

About FLUVAL:

Fluval first broke onto the aquatic scene in 1975 by introducing the world's first 3-stage filter with synchronous motor technology - a landmark breakthrough that is still utilized in the industry today. Since then, Fluval has built a legacy around this pioneering spirit, relentlessly adapting to consumers' changing needs and tastes to build products that are not only at the forefront of technology, but also setting the bar in terms of quality, style and functionality. From filtration to heating, aquariums to food and water care, Fluval prides itself on creating innovative solutions for freshwater and saltwater enthusiasts of all ages and skill levels. Please visit FluvalAquatics.com to learn more.