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Mandatory Water Restrictions End; Odd/Even Watering Begins

New Jersey American Water Asks Customers to Use Water Wisely

VOORHEES, NJ (July 12, 2010) – The water restrictions imposed by New Jersey American Water for its customers in Monmouth and Ocean Counties have been lifted. The restrictions had been in effect since July 3 due to extraordinarily high water demand. Although normal water use can resume, New Jersey American Water requests that its customers voluntarily conserve water and follow an odd/even schedule for outdoor use.

“New Jersey American Water thanks its customers for responding to the water restrictions that enabled us to continue to provide high quality water service and fire protection,” said Steven Tambini, New Jersey American Water’s vice president of operations. “In the midst of this hot, dry weather, we ask our customers in Monmouth County, as well as Ocean County, to use water wisely by cooperating with the odd/even schedule for their sprinkler systems and car washing.”

The odd/even schedule entails:

- Watering your lawn or washing your car on odd days of the month if your street address is an odd number (i.e., 23 Oak St., 7 Maple Ave.)
- Watering your lawn or washing your car on even days of the month if your street address is an even number (i.e., 6 Oak St., 354 Maple Ave.)
- Requested watering of lawns between 6 a.m. and 9 a.m. and from 5 p.m. to 8 p.m.

Exceptions are:

- Watering of new sod or seed if daily watering is required (note: it is recommended that any planting of new sod or seed that has not already taken place be delayed until the fall)
- Use of private wells for irrigation
- Commercial uses of outdoor water, such as for nurseries, farm stands, power washing, plumbing and car washes
- Watering of athletic fields (see www.newjerseyamwater.com for more detail)

New Jersey American Water advises its customers that for the remainder of the summer, high water demand, diminished water supplies, or limited state-imposed water allocation, could lead to the reinstatement of water restrictions.

For more information and more tips on how to conserve water, visit www.newjerseyamwater.com. Follow New Jersey American Water on Twitter at www.twitter.com/njamwater.

New Jersey American Water, a wholly owned subsidiary of American Water (NYSE: AWK), is the largest investor-owned water utility in the state, providing high-quality and reliable water and/or wastewater services to approximately 2.5 million people. Founded in 1886, American Water is the largest investor-owned U.S. water and wastewater utility company. With headquarters in Voorhees, N.J., the company employs more than 7,000 dedicated professionals who provide drinking water, wastewater and other related services to approximately 16 million people in 35 states, as well as Ontario and Manitoba, Canada. More information can be found by visiting www.amwater.com.

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NEW JERSEY AMERICAN WATER
Monmouth and Ocean County Water Restrictions
COMMON QUESTIONS AND ANSWERS

1. What happened and why did it happen?

- A. The combination of extremely hot temperatures, lack of significant rainfall for several weeks and the influx of people to the area for the holiday weekend resulted in extremely high irrigation and seasonal demands for water from customers in Monmouth County. When demands significantly increased in areas of Monmouth County, the water system began to experience low pressures and reduced reserve storage capacity that is used to provide for peak demands and fire protection. Water demands needed to be pro-actively reduced to ensure continued service to all customers and to ensure that an adequate volume of water was kept in storage tanks and to be available to meet peak demands and meet emergency demands, such as fire protection. As such, mandatory water restrictions were issued in Monmouth County on July 3rd and voluntary water restrictions were issued in Ocean County on July 4th. As of July 12th, a change was made to the restrictions and customers in both counties are being requested to follow an odd/even schedule for routine outdoor water uses.

2. Why does Ocean County have restrictions?

- A. The Monmouth County and Ocean County systems are interconnected and the systems supply one another. Demands in Ocean County were also extremely high and as such, we asked for cooperation from Ocean County customers to reduce demands as well.

3. What are the current requested restrictions in both Monmouth County and Ocean County

- A. We are requesting that customers voluntarily follow an odd/even schedule for routine outdoor water use, such as lawn watering. The schedule will be as follows:
- Watering your lawn or washing your car is permitted on odd days of the month if your street address is an odd number (i.e., 23 Oak St., 7 Maple Ave.).
 - Watering your lawn or washing your car is permitted on even days of the month if your street address is an even number(i.e., 6 Oak St., 354 Maple Ave.).
 - All lawn watering should take place between 6 a.m. to 9 a.m. and 5 p.m.

4. Are we running out of water? Are we in a drought?

- A. No. We are not currently in a drought. However we need the continued assistance of our customers to reduce water use. Our reservoir supplies that serve the region are not at drought stages; however, without some significant rainfall and without the cooperation of our customers to reduce water use, sources of supply could be impacted.

5. Are there any exemptions to the requested restrictions for outdoor use.?

- A. Yes, there are some exceptions for reasonable water use as follows:
- Watering of new sod or seed (it is recommended that any planting of new sod or seed that has not already taken place be delayed until the fall).
 - Use of private wells for irrigation.
 - Commercial uses of water are permitted, including – but not limited to – nurseries, farm stands, commercial power washing, plumbing and car washes. Commercial water users should use best efforts to minimize water waste when possible.
 - Drip hoses and soaker hoses are acceptable for shrubs and gardens
 - Watering of athletic fields (see question 6 for more details)

6. Can we water our community's athletic fields?

- A. Watering of athletic playing fields, including those used by professional, college/university and youth league sports teams, as well as those owned or operated by public and private schools and parks, is permitted, however, we do ask that you follow these guidelines:

- A. Water the fields between 8 p.m. and 6 a.m.
- B. Limit the watering to 45 minutes per area per day
- C. Only water areas essential to the field of play

7. How long will these restrictions be in place?

- A. We don't know at this time. Changes to the restrictions will depend on the weather, available supply and capacity, as well as the cooperation of our customers to reduce water use. We will notify customers as the restrictions are revised.

8. What has New Jersey American Water done to address the situation?

- A. The Company has continued to add new capacity in Monmouth County and Ocean County and additional groundwater and reservoir supplies and capacity are planned for the future

9. When were customers first notified of the water restrictions?

- A. Monmouth County customers were requested to limit outdoor water use on July 1, 2010. Demands continued to increase. When water use and the continued hot, dry weather reached a point where it could potentially impact service to customers and water reserves for fire fighting, peak demands and emergencies, mandatory water restrictions were issued on July 3, 2010.

10. Is there a "water emergency"?

- A. Neither the company nor other agencies have issued a water emergency. With continued cooperation from customers to reduce water use, we can continue to work towards avoiding a water emergency.

11. My neighbor is watering. What should I do?

- A. New Jersey American Water is making every effort to notify its customers in Monmouth County of the need to limit water use. The company is also using its own employees and requested police assistance to help remind customers of the restrictions. We do not expect our customers to "police" this issue; however, if you know your neighbor well enough and feel comfortable in sharing information with them about the water restrictions, we welcome your assistance in helping to spread the word.

12. Do other water systems have this problem?

- A. While we can not speak for all water systems, we do know that all systems have limited capacity, and that when that capacity is stretched due to weather, water use, or other factors, it is not unusual to request that customers conserve water to reduce/avoid water emergencies. What does make the Monmouth County system unique is that it has the combination of significant demands for irrigation from year round residents and businesses and compounding significant demands from seasonal water uses in shore communities. Because of this, New Jersey American Water acts proactively to be sure that water is available to meet the needs of our customers during continued hot, dry weather events.

13. Are any other New Jersey American Water locations experiencing water use that requires water restrictions?

- A: No. Although we are experiencing high demands, we do not currently have water restrictions in place for any of our other service areas outside of Monmouth County and Ocean County. We do however, always encourage our customers in all parts of the state to use water wisely.

A message from New Jersey American Water

WATER RESTRICTIONS REVISED

Customers are asked to follow
odd/even schedule for outdoor water use

New Jersey American Water would like to thank its customers for their cooperation and efforts to reduce water use since the water restrictions were issued on July 3.

Outdoor water use can resume in Monmouth and Ocean counties; however, to avoid further extreme peak water demands and because the region is still experiencing hot and dry weather, we are requesting that customers follow an odd/even schedule for routine outdoor water use, such as lawn watering.

The schedule will be as follows:

- Watering your lawn or washing your car is permitted on odd days of the month if your street address is an odd number (i.e., 23 Oak St., 7 Maple Ave.).
- Watering your lawn or washing your car is permitted on even days of the month if your street address is an even number (i.e., 6 Oak St., 354 Maple Ave.).
- **All lawn watering should take place between 6 a.m. to 9 a.m. and 5 p.m. and 8 p.m.**

Exceptions are as follows:

- Watering of new sod or seeded lawns if daily watering is required. Note: it is recommended that any planting of new sod or seed that has not already taken place be delayed until the fall.
- Use of private wells for irrigation.
- Commercial uses of water outdoors, such as for nurseries, farm stands, power washing, plumbing and car washes.
- Watering of athletic fields (see www.newjerseyamwater.com for more detail).

We will continue to closely monitor water supplies and use and will revise water restrictions based on their effectiveness, the demand for water, as well as available supply and capacity.

We encourage all customers in Monmouth and Ocean counties to continue to voluntarily conserve water when possible. For more information and tips on how to use water wisely, visit us online at www.newjerseyamwater.com.

For updates, follow us on Twitter at twitter.com/njamwater



**NEW JERSEY
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