



## **Consumers New Jersey Water Company Changes Name to Aqua New Jersey, Inc.; Customers Will Begin to See New Name and Logo over Next Few Weeks**

HAMILTON, N.J., Jan 29, 2004 (BUSINESS WIRE) -- Consumers New Jersey Water Company, which provides water and wastewater service to approximately 150,000 residents throughout the Garden State, has officially changed its name to Aqua New Jersey, Inc. consistent with a name change at its parent company, Philadelphia Suburban Corporation, which is now Aqua America, Inc., (NYSE:WTR).

Aqua America Chairman Nicholas DeBenedictis said that the local water company is just one of several of its subsidiaries that will have their names changed consistent with the name change at the Bryn Mawr-based parent company. "The PSC Board made the decision several months ago to change the company's name to Aqua America to reflect its position as the nation's largest publicly-traded water utility based in the U.S.," explained DeBenedictis. "We decided to use the name 'Aqua' at all of our subsidiaries as well as the name of the state in which each utility does business. Therefore, in New Jersey, the name has changed to Aqua New Jersey."

Aqua New Jersey President Sharon Schulman said, "While the Aqua America name reflects our national presence, our U.S. roots in the water business and the fact that we remain a domestic company, the Aqua New Jersey name reflects our specific commitment to providing quality water and reliable water and wastewater service to our customers in New Jersey."

Schulman said that customers will begin to see the new name and logo over the next several weeks. "The changeover to the new name and brand will be a gradual one. The first change customers will see will be on their bills. Not long afterward, we will change out our vehicle and building signage as well as the logos on our employee uniforms. However, beyond the new name and logo, the impact of the name change on customers will be minimal. Our phone numbers, hours of operation and bill payment methods will all remain the same. The only thing that will change is our Web address. Customers can now find us on line at [www.aquanewjersey.com](http://www.aquanewjersey.com)."

SOURCE: Aqua America, Inc.

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