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# Pure Water Aquaforum

## Message from the President

*By Al Meder*

Dear Pure Water Team Members,

I'm a member of a group in Lincoln called "Presnet". It consists of a group of local company Presidents who meet monthly to discuss items of common interest. At every meeting we do a quick 3 minute session with the members present and each gives an update on their business and what they see as their prospects for the coming year and beyond. Invariably these reports are positive and uplifting – and they were even in the depths of the recession. I really think that optimism is a characteristic of successful CEOs.

For our part, I can assure you we are in for a very exciting year. We have been working on a number of different products and programs. The first of these is the ULTIMA Classic, a distiller in combination with a top-of-the-line dispenser. A system that has many unique features and which has performed flawlessly in all our pre-production testing. It is designed for the home as well as the office.

We plan to release the ULTIMA Classic the first week of April. We already have a number of pre-orders from excited Dealers and Distributors. We will be releasing photographs, specifications and pricing very shortly and will pass all of the details along to you in a special announcement e-mail.

The ULTIMA Classic is designed to bolster the CLASSIC LINE of products. Products which by-and-large are designed for the sales team serving local customers. I know many of you have a unique marketing plan and others want to rent the equipment. The ULTIMA Classic is designed for both. One of the key requirements for a rental is that the equipment is reliable and durable. Our distillers are known world-wide for that. We expect the ULTIMA Classic to be serving users for decades to come.

We're also working on more new products and a new marketing program which you will have an opportunity to participate in. I think you will find it very exciting. But I'm not going to spill the beans on it quite yet. Rather, you should come to our training meeting in Lincoln, May 10th and 11th for our big launch. We already have some early registrations and we're expecting this to be the biggest training program we've had for many years.

I fit right in with my "Presnet" group. Every morning I wake so excited and optimistic about the days that lie ahead.

## The Biggest Change our Company has Seen in Years!

*By Courtney Meder*

**We will be unveiling an entirely new brand and product line at our Spring Seminar!** We've designed an entirely new marketing program around it so it will be easier for you to sell distillers and make money! We will also have our new 'Ultima Classic' Distiller/Dispenser to show you!

We're so excited to see you at our Spring Seminar! We've gotten great feedback already for people planning to attend, but the more the merrier! I promise you won't want to miss this!

May 10th and 11th downtown at the Holiday Inn in Lincoln, NE. Please email Courtney@pureandsecure.com for more details.

# Water, Water Everywhere to Drink

*By Sam Maalouf*

The patient's condition is serious. Symptoms are multiple. His breath is noxious. He has a fever, higher than ever before, and keeps on escalating. Efforts to bring the fever down are not working. Poison has been found in his body fluids. When symptoms are treated in one area, more pop up in other body parts. If this were a usual patient, doctors would be inclined to declare the multiple sicknesses are chronic and terminal. Since the patient is a VIP and very precious, they take steps to make the patient as comfortable as possible until the end comes. You may wonder who that VIP patient is. It is our dear Planet Earth.

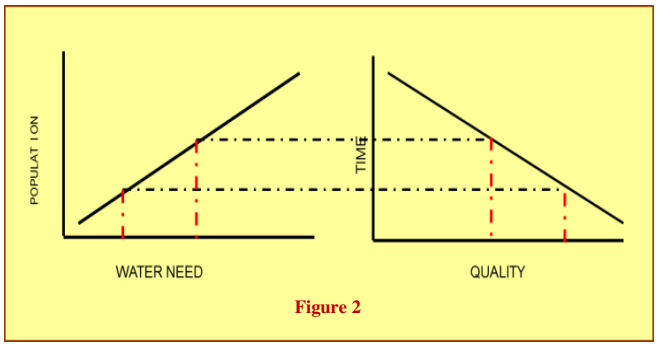


Figure 2

The world is rapidly running out of clean water. (Note how figure 2 draws a positive relationship between population growth with water need and impact on water quality in 2 separate charts). Some of the largest lakes and rivers on the globe are being depleted at a very frightening pace, and many of the most important underground aquifers that we depend on in the USA for drinking or irrigation will soon be gone. Approximately 40 percent of the entire population of the planet has little or no access to safe clean water. Every **8 seconds**, somewhere in the world a child dies from drinking dirty water.

Total global water use **has quadrupled** over the past 100 years, and it is now increasing faster than it ever has been before. Today, there are **1.6 billion people** that live in areas of the globe that are considered to be "water-stressed", and it is being projected that two-thirds of the entire population of the globe will be experiencing "water-stressed" conditions by the year 2025. According to USAID, **one-third of the people on earth** will be facing "severe" or "chronic" water shortages by the year 2025.

What do these facts reveal? Water is no longer accessible everywhere and using traditional methods for water treatments are no longer acceptable in this critical day and century. We cannot thrive or prepare a safe haven for our future generation if we continue carelessly ignoring these sobering and mind astonishing facts. We just simply cannot reason with short term thinking. We should not allow the "me first" attitude to dictate our buying decision or the cheap water treatment technologies. We need to build for the future, for our sake, for their sake, and for the sake of humanity.

That's why a distiller comes in handy. Some claim it is a significant investment when compared to other cheap unreliable filtration methods. But could that be a fallacy, a mere misleading propaganda launched by competition to minimize what a distiller can bring into your life? I believe it is the latter statement! Here's why: With consistent pure water, you are reducing your body's exposure to contaminants that may cause sickness, pain and probably chronic illness. **Thus, less visits to the doctor!** Our automatic distiller will produce hundreds - if not thousands - of gallons before you drain out a gallon or two of residues. With some RO systems, you will waste tens of thousands of gallons for the same production amount of purified water**. Thus less water bills!** Using distillation is eco-friendly because our distillers are 95% built with stainless steel material that last indefinitely. **Thus we are more "Green" than competition!**

In conclusion, we can truly say a distiller is an investment towards your future or it is the investment of your life, or it is a one-time investment that can virtually avert water threats and concerns. And whether you sell and/or own a distiller you can be confident of this final fact: "Water, Water everywhere to drink with every single drop that drips" through a Pure Water Distiller.