



FOR IMMEDIATE RELEASE

PURE 1 SYSTEMS OFFERS NEW DEALERSHIP PROGRAMS

Lawrence, MA - Pure 1 Systems announces the introduction of two new programs to help companies expand their business and significantly increase their profitability. These programs, Exclusive Dealership and Authorized Operator, are in addition to our standard product offering to operators who rent SemperFresh™ filtration systems and SemperPro™ reverse osmosis systems to consumers.

Both programs offer the following:

Equipment (48) Systems with room temperature and cold water coolers
(1) Maintenance machine
(2) Gravity filter flushing chambers
(3) Universal seal tools
(3) Pure 1 fitting wrenches
(2) TDS meters
(2) SIP-1000 ozone generators

Training (2) Days of selling and technical training in one or two trips

Marketing Support Copies of 3D animated sales presentation on DVD
Custom web page
Copies of Pure 1 literature
Internet lead generation for your territory

The Exclusive Dealer Program provides a company with a protected territory for five years, renewable for five years by mutual agreement. Products may be purchased from Pure 1 from the Exclusive Dealer Price List which offers products at a discount from the Authorized Operator Price List.

The Authorized Operator Program allows a company to sell anywhere that there is no Exclusive Dealer. Products may be purchased from Pure 1 from the Authorized Operator Price List which offers products at a discount from the Standard Operator Price List.



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Web-Site: www.Pure1.com



Both programs are designed to start companies off with product. This is especially important where one wants to install trial systems to demonstrate the great tasting water that the Pure 1 system produces on demand.

Detailed information on the programs and their cost are available on request.

About Pure 1 Systems

Pure 1 was started in 1988 to develop an answer to the problems with 5-Gallon bottles of water: lifting, spilling, storage, reservoir contamination and expense. Pure 1 has sold over 60,000 systems for offices and homes around the world. Pure 1 is headquartered in Lawrence, Massachusetts. For more information on Pure 1 Systems and its line of point-of-use systems visit www.Pure1.com, call 978-975-1800 or write to sales@Pure1.com.



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