



CONTACT: Stephen Messinger
Pure1 Systems
(978) 975-1800
Messinger@Pure1.com

PURE1 SYSTEMS INTRODUCES NEW DIRECT MAIL KIT FOR DEALERS

Lawrence, MA – Pure1 Systems, the developer of the EverFull™ self-filling bottle for dispensing pure water at the point of use, is pleased to announce the release of the Direct Mail Kit, the next exciting component in its market support material for Exclusive Dealers and Authorized Operators. The kit consists of three **customized** direct mail pieces that focus on the advantages of the Pure1 SemperFresh™ filtration systems:

- Save money
- Save time
- Save space

The **dealer** can choose any three combinations of these messages and special offers as part of the marketing program. Pure1 will also provide a mailing list for the dealer's territory. We believe that the direct mailing program will provide dealers with high quality, qualified leads that should quickly lead to product placement.

The direct mailing kit joins two other pieces of Pure1 Systems' marketing program:

- Animated DVD, "Bottled Water Cooler Strategy"
- Color brochure, "Taste the Future of Bottled Water"™

About Pure1 Systems

Pure1 was started in 1988 to develop an answer to the problems with 5-Gallon bottles of water: lifting, spilling, storage, reservoir contamination and expense. Pure1 has headquarters in Lawrence, Massachusetts. For more information on Pure1 Systems and its line of point-of-use systems visit www.Pure1.com, call 978-975-1800 or write to sales@Pure1.com

Cover

Save Money

Convert water TO SAVINGS

Enjoy great tasting water for less!

FREE Offer

Pureit
The self-filling bottle

Save Time

Change the water bottle? AGAIN?

It's always full with EverFull self-filling bottle

FREE Offer

Pureit
The self-filling bottle

Save Space

One of you HAS TO GO

Say goodbye to WATER BOTTLE STORAGE

FREE Offer

Pureit
The self-filling bottle

Inside

Call for a FREE 30-Day Trial

With no additional cost to the EverFull self-filling bottle, Pureit lets you enjoy great tasting water for less with a 30-day trial. No purchase necessary. Offer good in the continental US only. Offer ends 12/31/11. See www.pureit.com for details. ©2011 Pureit LLC. All rights reserved. Offer good in the continental US only.

Save Money
Attrition with a Bottle

NEARLY 20% MORE WATER TASTY!

Keeps the water clear and healthy, ensuring the most tasteful.

Save Time
Convenience of the EverFull Bottle

NO CHANGING

No need to change, refill or clean the bottle, saving you time.

Save Space
Water Jug Storage is a Thing of the Past

NO MORE BOXES TO STORE

You'll reduce the clutter of your home with the convenience of the EverFull bottle.

Experience the Pureit difference for yourself. FREE.

Tel: 251.843.8062 Fax: 850.904.7525 Email: the.region@pureit.com

Complete, provide please no small, we will give you the self-filling bottle and you will see the difference.

By mail: 1 liter 3 liter 5 liter

Delivery: Standard Express

Consent to ship: I agree I do not agree I do not know

Name: _____ Title: _____

Company: _____

Address: _____

City: _____ State: _____

Country: _____ Postal Code: _____

Phone: () _____

Fax: () _____

Mobile: _____

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