



Dear Valued Customer,

This letter is to inform you that Water Event's home and office delivery business, including its Mountain Valley Spring Water distribution rights, along with its water filtration and office coffee services have been acquired by Primo Water North America ("Primo"). Primo owns Sparkletts, which will be your new home and office service provider. Primo also owns Mountain Valley Spring Water from Hot Springs, Arkansas, which many of our customers enjoy and can continue to enjoy.

It has been my pleasure and honor to have been your "Pure Water" provider for the last 37 years. With the changing needs and demands of the industry, as well as our expanding growth, we feel the acquisition by Primo is a positive move for both our employees as well as our customers.

Customer satisfaction, service and quality have always been our priorities. We feel that same commitment is of equal importance to Primo. They are committed to nurturing the close relationships we have formed with our customers. Water Event employees are working alongside the much larger Primo service team to assure a smooth transition with no interruption to the excellent service that you have experienced over Water Event's 50-year history.

Thank you for your business and your loyalty through the years. All of us at Water Event look forward to your continued patronage with Primo for many years to come.

Sincerely,

Brian Rose

Brian Rose
President