



INICIATIVA MEXICO

On Thursday 20th October 2011, we received **OFFICIAL CONFIRMATION** that we are one of the selected Initiatives that will be featured on the official “Iniciativa Mexico” Website.

This website is being **presented and launched on National Television on Sunday, 6th November, 2011**. We can up-date our information at any time on the official Iniciativa **Mexico website**. We can use the **Iniciativa Mexico Logo** on all of our information and marketing materials.

WHAT WAS OUR INITIATIVE ALL ABOUT?

The provision of great-tasting, potable drinking water for each student and staff member at the 30,000+ State schools, colleges and universities throughout Mexico.

We would supply and install, **FREE OF ANY CHARGE**, our proprietary water treatment and conditioning systems in all of these establishments to provide each and every student and staff member with up to 4 Liters of potable drinking water every day (20 Liters per week).

We would service the systems and change filters on a regular basis and the only cost to the State Educational Budgets would be 1 Mx. Peso per week per student and staff member.

WHAT ARE THE KEY BENEFITS OF OUR SYSTEM?

NOT JUST ONE, BUT TEN MAJOR SOCIAL, ECONOMIC and ENVIRONMENTAL BENEFITS

1. **THE ENVIRONMENT** “**Drink Clean - Think Green**” is a plan to replace manufactured bottled water with high quality water from the faucet because the better the water, the better the body.

Our systems require no electricity, no chemicals, no added salt and have no water wastage and are indeed “**Green Guardian Angels**”.

Consider the positive effects of purified water weighed against the negative effects of the alternative of Bottled Water and Soda's. **Indeed, Mexico is the largest consumer of Bottled Water per household in the world.** USA Bottled Water facts are startling:

- Nature Resources Defense Council estimated bottled water is between 240 - 10,000 times more expensive than tap water.
- There are health risks from 'chemical leaching' related to plastic bottles (such as Bisphenol-a or BPA).
- According to the Sierra Club, this year Americans will throw 30 million water bottles into landfills every day while only 13% of water bottles get reused or recycled.
- The Pacific Institute calculates that it requires about 17 millions barrels of oil to make the plastic bottles for water that Americans consumed in 2006 - roughly equivalent to fueling 100,000 cars for that same year,
- It's estimated that 2.5 million tons of carbon are generated in manufacturing plastic bottles.
- Many of the most popular branded bottled waters originate from municipal water sources - Dasani and Aquafina, for example.

Imagine how many millions of plastic bottles will no longer need to be discarded as a result of this initiative.

2. The availability of an abundant wholesome water supply (up to 4 Liters per Day per student) **overcomes dehydration in schools.** Dehydration leads to a loss of attention-span, truancy, and even students leaving school early.
3. The program will serve to “kick-start” and complement the **Federal Initiatives about obesity; tooth decay and diabetes in school children.**
4. **Every State Governor can afford One (1) Peso per student per week** from their State Educational Budget.
5. Even the most impoverished family **can afford One (1) Peso per child per week** and the teachers and staff can certainly afford it.
6. There is no better place to start the education process **“that water, if correctly treated, can be safely consumed from a faucet”**, than in the Mexico School system.
7. The use of Schools with an installed water treatment system as **emergency-relief shelters** in the time of a natural disaster such as a Hurricane or Earthquake is deemed to be beneficial social benefit.
8. The creation of **Fifty (50) stand-alone, sustainable and profitable Franchised Dealerships** is attractive. Franchise business start-ups have long been known to have a far- greater success rate and a corresponding low failure rate than other comparable business models.

9. The creation of over **1,000 permanent full-time jobs** in the service and administrative sectors is seen to be another social benefit, **plus the 100's of part time service jobs** in remote rural towns and villages.

10. The creation of around **100+ semi-skilled jobs in the assembly sector and supporting management and administration staff** is also seen to be a further social benefit.

H2O Profesionales Internacionales, S.A. de C.V.

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