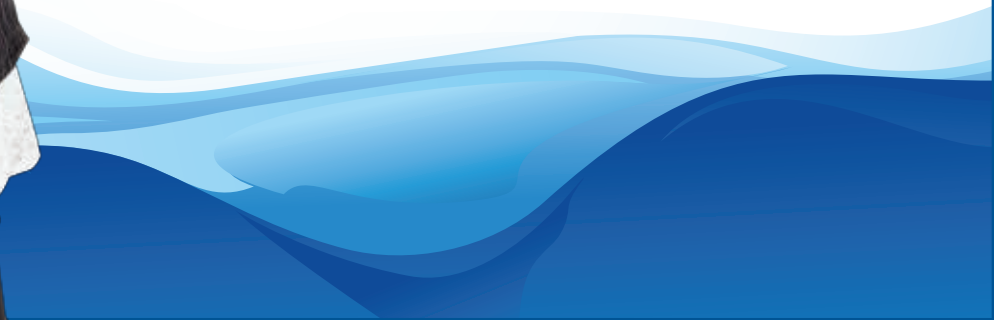
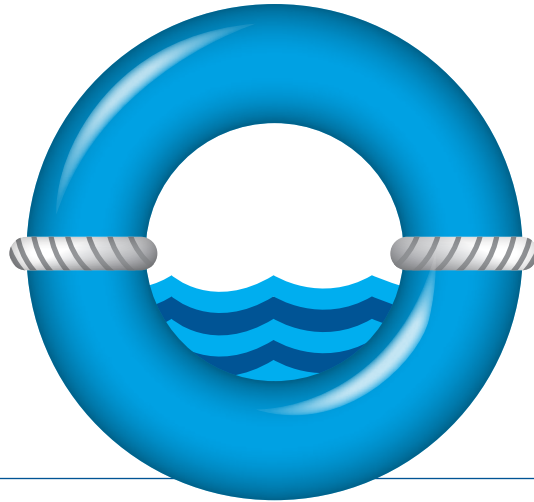


Safeway Water[®]

DEDICATED TO PROVIDING AFFORDABLE
WATER TREATMENT SOLUTIONS





L I F E S A V E R

Customers often ask about the significance of the life saver, which is part of our corporate logo.

The life saver signifies two important factors related to Safeway Water. First, we feel our water quality improvement equipment may very well "save" your health by removing harmful impurities from the water you drink. Second, Safeway Water systems save money by protecting water related appliances and by reducing soap, detergent and shampoo costs.

Safeway Water systems are good for your health and good for your pocket book, so we hope these factors are important to you as you consider ways to improve your water quality.

J. Neal DeLettre

Founder Safeway Water, LLC



W E L C O M E T O S A F E W A Y W A T E R

Our corporate mission at Safeway Water is to provide affordable solutions to water quality problems, by marketing highly effective water treatment systems for residential and commercial applications. Our products include whole house filtration systems, water softeners and conditioners, equipment to remove iron and sulfur, no-salt systems to control scale, drinking water systems, components, water treatment resins and carbons.

At Safeway Water, we offer the best price vs. performance relationship in the business, with our cutting-edge designs, offering systems with features and benefits consumers want and can afford.

We market our equipment through a network of professional water treatment dealers, who are trained to analyze water quality problems and recommend ways to improve the quality of your water.

We are members of the Water Quality Association, Florida Water Quality Association, Texas Water Quality Association and member in good standing of the Better Business Bureau.



S A F E W A Y W A T E R . C O M

WHAT IS IN YOUR WATER?

YOU WANT A NEW CAR...

You visit a local dealer...
You see a model you like...
You test drive the car...
Drive it home...
You are happy!

YOU BUY A NEW COMPUTER...

Bring it home...
Plug it in...
Turn it on...
It works!

HOWEVER...

It doesn't work this way with water treatment, because water treatment equipment is NOT plug n' play, and what water treatment you need depends on what's in your water!

This is why you need a comprehensive water analysis, performed by a trained water treatment professional.

Like a physician, he or she will "examine" your water, "write a prescription" and discuss the various treatment options.

This is why our clients call us the "water doctor".



SAFETYWAY WATER DOCTOR

IN 2010, THE PRESIDENT'S
COUNCIL ON CANCER, ADVISED
ALL AMERICANS TO FILTER
THEIR TAP WATER

Safetyway Water dealers are trained water treatment professionals who will examine your water, "prescribe" the necessary treatment needed and discuss the various options



S A F E W A Y W A T E R S E R V I C E

WE SERVICE ALL MAKES & MODELS!

Safeway Water® dealers are trained water treatment experts and can perform service on existing water treatment equipment.

WHEN WAS YOUR SYSTEM LAST SERVICED?

If you currently have a whole house water treatment system or under counter drinking water filter, do you know when it was last serviced?

Routine service is vitally important to confirm you are getting the high quality water you deserve and determine if your system is operating efficiently.

Otherwise, your water appliances may not be protected, and you may be using excessive amounts of water, salt, soap, shampoo and detergents.

BE SURE TO ASK ABOUT OUR
21-POINT INSPECTION





HIGH EFFICIENCY WATER CONDITIONING SYSTEMS

Removes:

- ✓ Water hardness
- ✓ Iron (up to 2 ppm)

Benefits:

- ✓ Provides soft water
- ✓ Protects appliances
- ✓ No mineral deposits
- ✓ No soap build-up
- ✓ Brighter laundry
- ✓ Softer skin
- ✓ No bad "hair days"
- ✓ No plugged shower heads
- ✓ Saves money!



**HIGH EFFICIENCY
WATER CONDITIONING SYSTEMS**

S A F E W A Y W A T E R . C O M

*Enjoy great tasting, filtered water
from every faucet in your house!*



WHOLE HOUSE WATER FILTRATION SYSTEMS

Treats / Removes:

- ✓ Chlorine taste
- ✓ Foul odors
- ✓ Harmful chemicals
- ✓ Some sediments

Features:

- ✓ Totally automatic
- ✓ NSF certified activated carbon
- ✓ Full range of systems for residential and commercial applications.



**WHOLE HOUSE
WATER FILTRATION SYSTEMS**

S A F E W A Y W A T E R . C O M

TRIPLE TREAT WATER® SYSTEMS

*Get TWO systems for
THE PRICE OF ONE!*

- 1** Whole house filter
- 2** Water softener

Treats / Removes:

- ✓ Water hardness
- ✓ Chlorine taste
- ✓ Chlorine odors

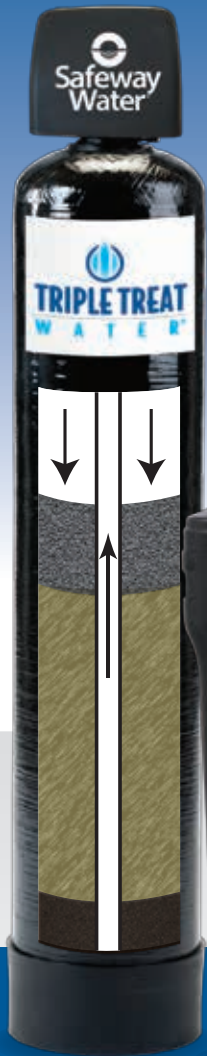
Also removes:

- ✓ Iron (up to 2 ppm)
- ✓ Harmful chemicals



TRIPLE TREAT WATER®
CONDITIONING SYSTEMS

S A F E W A Y W A T E R . C O M



SINGLE TANK TRIPLE TREAT WATER® SYSTEMS

*Get **THREE** treatments
for **ONE LOW PRICE!***

Treats / Removes:

- ✓ Water hardness
- ✓ Chlorine taste
- ✓ Chlorine odors

Also removes:

- ✓ Iron (up to 2 ppm)
- ✓ Harmful chemicals



TRIPLE TREAT WATER®

CONDITIONING SYSTEMS

S A F E W A Y W A T E R . C O M



IRON ZAPPER[®] WATER TREATMENT SYSTEMS

- ✓ No iron stains
- ✓ No sulfur odors



Before



After

Benefits:

- ✓ Chemical free
- ✓ No Potassium Permanganate
- ✓ No chemical pump

Removes:

- ✓ Iron
- ✓ Hydrogen sulfide
- ✓ Manganese

IRON ZAPPER[®]



**CHEMICAL FREE
WATER TREATMENT SYSTEMS**

S A F E W A Y W A T E R . C O M



SULFUR SHIELD™ WATER TREATMENT SYSTEMS

HERE'S HOW IT WORKS

STEP #1

AIR POCKET

Sulfur Shield systems maintain an air pocket in the filter tank, for greater oxidation. This improves filtration by making the sulfur more filterable.

Because Hydrogen Sulfide, Iron and Manganese are better oxidized, filtration rates are significantly improved.

(Flow is down through the filter. Up-flow through the riser tube to service.)

STEP #2

CATALYTIC CARBON

Adsorbs tastes, odors and potentially harmful chemicals.

STEP #3

SULFUR SHIELD FILTER MEDIA

Highly effective filter media and catalyst, used to speed up the oxidation process for greater filtration efficiency.

STEP #4

ENHANCER

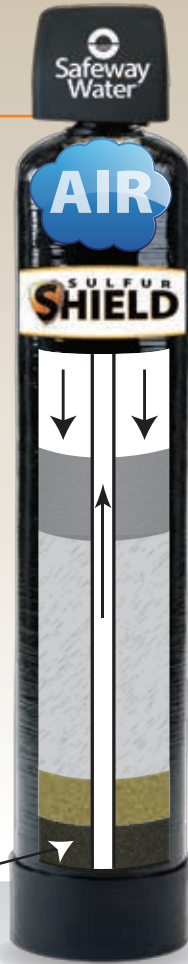
Removes heavy metals and enhances the carbon's performance.

Gravel used to distribute the flow.

STEP #5

Sulfur is removed by backwash.

Well pump must provide sufficient flow to meet the backwash requirements.



**Our system works when
other systems fail!**



**No sulfur
odors**

Removes:

- ✓ Hydrogen sulfide
- ✓ Sulfur Odors
- ✓ Iron
- ✓ Manganese



CHEMICAL FREE WATER TREATMENT

Sulfur Shield systems work without oxidizing chemicals in most applications. However, if your water contains bacteria, water treatment chemicals such as chlorine or hydrogen peroxide may be required for disinfection. Evaluation and testing are highly recommended.

S A F E W A Y W A T E R . C O M

Green Treat Water® Systems



Twin treatment water system, approved by Mother Nature!

It's a whole house filtration system and scale prevention system in one!

- ✓ No salt
- ✓ No wasted water
- ✓ No electricity
- ✓ Easy installation

Removes:

- ✓ Chlorine taste
- ✓ Chlorine odors
- ✓ Harmful chemicals

Green Treat Water systems are recommended for city water applications with moderate levels of water hardness.



SAFewayWater.com



Ultraviolet Light Disinfection Systems

Provides disinfection without the use of chemicals!

Applications:

- ✓ Well Water
- ✓ Residential
- ✓ Commercial
- ✓ Aquiculture
- ✓ Food Service
- ✓ Water Coolers
- ✓ Pre-treatment for RO

Destroys (by 99%):

- ✓ Harmful Bacteria
- ✓ Cysts
- ✓ Virus



S A F E W A Y W A T E R . C O M

HOW IT WORKS

Water flows through the unit, where the high intensity wave-length kills microorganisms, which are present in your water.



NO CHEMICALS!



ULTRA FILTRATION DRINKING WATER SYSTEM

- ✓ No Wasted Water
- ✓ No Storage Tank
- ✓ No Pressure Problems
- ✓ No Flow Issues
- ✓ Low Cost

Removes:

- ✓ Bacteria
- ✓ Cysts
- ✓ Chlorine
- ✓ Taste & Odors
- ✓ Sediment



QUICK CHANGE CARTRIDGES

S A F E W A Y W A T E R . C O M



REVERSE OSMOSIS DRINKING WATER SYSTEMS

*The most advanced technology
for drinking water
quality improvement.*

Benefits:

- ✓ Better taste
- ✓ Better for your health
- ✓ Better on your budget, without bottled water!

Removes:

- ✓ Salts
- ✓ Harmful chemicals
- ✓ Total Dissolved Solids
- ✓ Chlorine tastes & odors
- ✓ And more!

Features:

- ✓ High capacity membrane
- ✓ Quick change cartridges
- ✓ Compact storage tank
- ✓ Faucet included



REVERSE OSMOSIS DRINKING WATER SYSTEMS

S A F E W A Y W A T E R . C O M

CITY WATER PACKAGES

POSSIBLE CONCERNS	WATER SOFTENER	TRIPLE TREAT WATER SYSTEM	WHOLE HOUSE FILTER	SEDIMENT FILTER	RO DRINKING WATER SYSTEM
Scale build up in pipes, hot water appliances and plumbing fixtures	✓	✓			
Plugged shower heads and mineral deposits on glassware	✓	✓			
Soap scum on shower walls and doors	✓	✓			
Dingy laundry; dry itchy skin; bad "hair days"	✓	✓			
Chlorine taste & odors		✓	✓		✓
Sand, silt and particulate				✓	
Harmful chemicals, THMs, Lead, PCBs, Arsenic, Nitrates, Sodium & more		Some			✓
Inconvenience and high costs associated with buying bottled water		✓			✓

PACKAGE #1: City water with taste, odors and water hardness



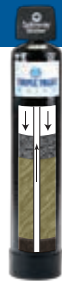
Shown with optional tank jacket

TRIPLE TREAT WATER® SYSTEMS

Provides three treatments for one low price:

- ✓ No chemicals
- ✓ No chlorine taste and odors
- ✓ No water hardness

Single tank Triple Treat Water System



PACKAGE #2: City water with hardness, taste, odors and health concerns



1. Safeway Water conditioner
2. Safeway Water RO drinking water system



PACKAGE #3: City water, taste & odors, health concerns and low levels of hardness



Shown with optional tank jacket

1. Safeway Water whole house filter
2. Safeway Water RO drinking water system



WELL WATER PACKAGES

POSSIBLE CONCERNS	WATER SOFTENER	TRIPLE TREAT WATER SYSTEM	IRON ZAPPER	SULFUR SHIELD	RO DRINKING WATER SYSTEM
Scale build up in pipes, hot water appliances and plumbing fixtures	✓	✓			
Plugged shower heads and mineral deposits on glassware	✓	✓			
Soap scum on shower walls and doors	✓	✓			
Dingy laundry; dry itchy skin; bad "hair days"	✓	✓			
Brown stains from Iron			✓		
Rotten egg odors				✓	
Septic tank runoff, bacteria, nitrates and harmful contaminants		Some			✓
Inconvenience and high costs associated with buying bottled water		✓			✓

PACKAGE #1: Chlorinated well water with hardness, taste, odors & health concerns



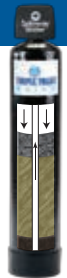
Shown with optional tank jacket.

TRIPLE TREAT WATER® SYSTEMS

Provides three treatments for one low price:

- ✓ No chemicals
- ✓ No chlorine taste and odors
- ✓ No water hardness

Single tank Triple Treat Water System



PACKAGE #2: Non-chlorinated well water with water hardness and health concerns



1. Safeway Water conditioner
2. Safeway Water RO drinking water system



PACKAGE #3: Non-chlorinated well water with Iron and/or Sulfur, hardness & health concerns



1. Safeway Water conditioner
2. Iron Zapper or Sulfur Shield system
3. Safeway Water RO drinking water system

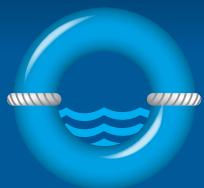




When you do business with Safeway Water and after your equipment has been professionally installed, we take "ownership" of your water quality, so you get high quality water that's better for you, your health and friendly to your pocket book.

We have the best warranties in the business. We stand behind the equipment we supply. And we are totally committed to having you as a satisfied customer!

Unlike most retail outlets, we provide excellent service after the sale for water quality assurance.



**Safeway
Water®**

GUARANTEE

W H Y S A F E W A Y W A T E R

With our value pricing, we've got the best "price vs. performance" relationship the industry.



This means you save money doing business with Safeway Water!



Best trained water treatment professionals in the industry!

Safeway Water systems are sold, installed and serviced by highly trained water treatment professionals. And unlike most retail outlets, we provide excellent service after the sale for water quality assurance!



Our cutting-edge designs, quality manufacturing and attention to detail guarantees customer satisfaction! All Safeway Water equipment comes with a industry leading comprehensive warranty.



With Safeway Water, you get great tasting water from every faucet in your house. Good for you, your health and your pocket book!



Safeway Water, LLC is a member in good standing of the Better Business Bureau, and having "satisfied customers" is the foundation of our corporate mission.



Safeway Water[®]

S A F E W A Y W A T E R . C O M

D I S T R I B U T E D B Y :