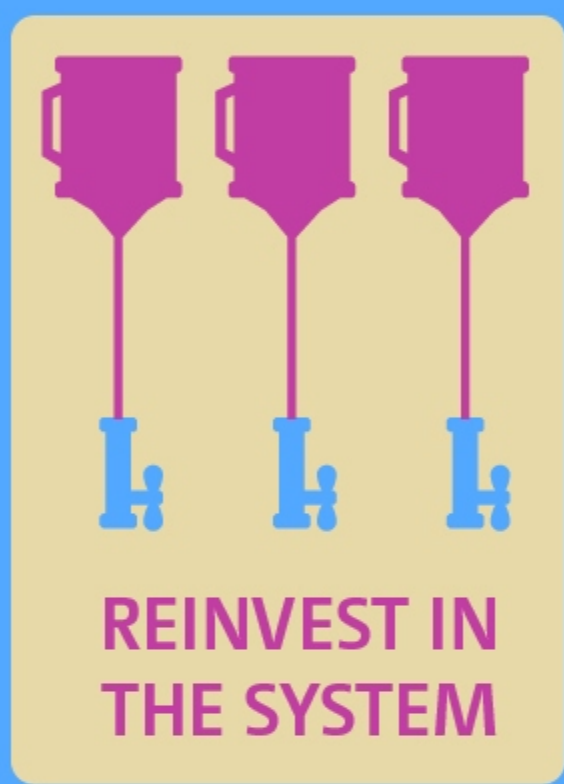




HOW TO TURN CARBON INTO WATER

This spring, the landmark CARBON FOR WATER™ initiative will be launched. The first program of its kind, this initiative will leverage carbon financing to fund a commitment to bring clean and safe drinking water to Kenya's Western Province for a period of at least ten years. Vestergaard Frandsen, the maker of LifeStraw®, will deliver close to 1 million free LifeStraw® Family water filters to reach nearly every family in this region (that's a community of nearly 4 million people), and will fund the training, maintenance and support staff to insure the products are used correctly and efficiently.

The "Pay for Performance" business model creates an incentive to keep the program running smoothly.



REINVEST IN THE SYSTEM

Investment in new units and repairs keeps the system running.

LifeStraw® has the potential to reduce disease, help the environment, and improve the health and lives of up to 4 million people.



UNCLEAN WATER

Unclean drinking water is a major cause of disease and death in Western Kenya.

Each LifeStraw® Family unit filters at least 18,000 liters of water, enough to supply a family of five with clean and safe drinking water for at least three years.



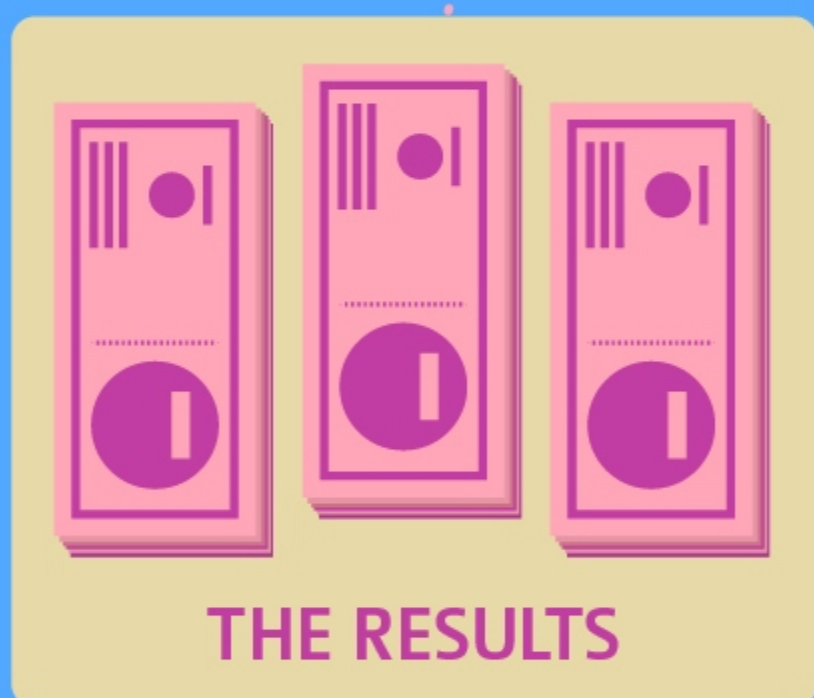
LIFESTRAW® PURIFICATION

LifeStraw® Family can provide clean water for nearly 4 million people.

TRADITIONAL PURIFICATION



CARBON EMISSIONS



THE RESULTS

Revenue is generated from the sale of carbon credits.



IMPROVED HEALTH

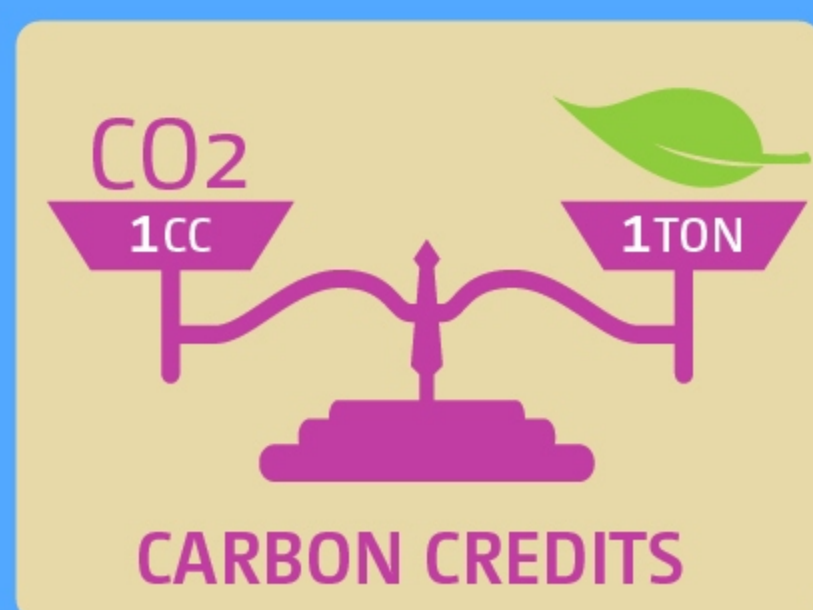
Clean drinking water improves health, fights disease, and strengthens communities.



THE GLOBAL MARKETPLACE

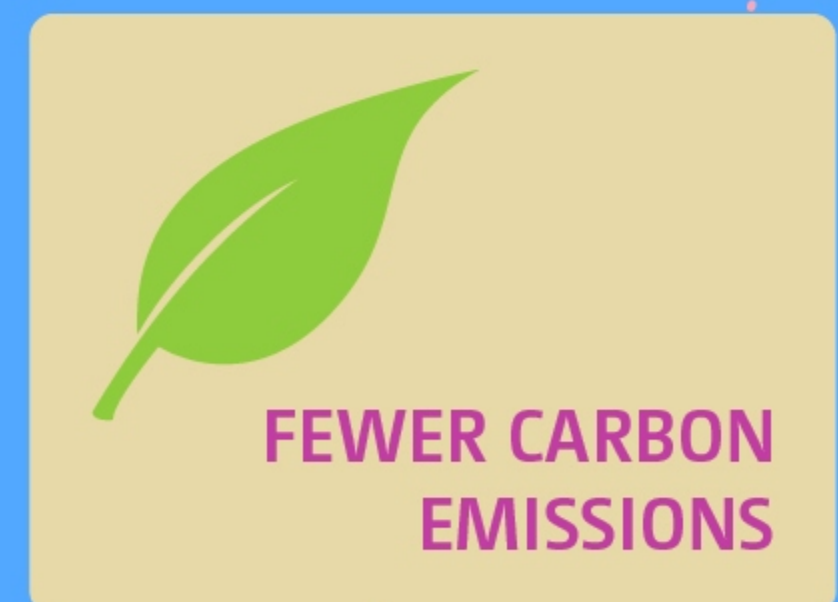
Credits can be purchased by industries and governments aiming to lower their carbon footprint.

Each carbon credit has a monetary value determined by the type and origin. This generates revenue to self-sustain the program.



CARBON CREDITS

Environmental benefits from the LifeStraw® Family can be exchanged for carbon credits.



FEWER CARBON EMISSIONS

Independent auditors will survey the Province every six months to verify actual emissions reduced.

By replacing traditional purification in which fossil fuels are burned to boil water, at least 2 million tons of carbon will be removed from the environment every year.