



Media Introduction

As you know, water quality has become a leading health issue in Canada. We are writing to let you know of a lead to a possible story idea and a Canadian success story – **Danamark WaterCare**.

Danamark WaterCare (www.danamarkhome.com), is the company behind the water filtration systems for some of the leading Canadian retail outlets such as McDonald's, 7-Eleven, Cineplex Odeon, A&W, Via Rail, and The Second Cup, to name a few. Danamark is the leading Canadian distributor of world leading brands & technologies of water filtration systems.

These systems eliminate 99.9% of unhealthy cysts, chlorine, off tastes, odours, dirt, lead particles and organic compounds in drinking water. The above retailers trust and rely on Danamark WaterCare's expertise and solutions and millions of Canadians have been benefiting from the Danamark product line on a daily basis – unaware of the supplier.

This will be soon be changing as Danamark is now extending its product offerings to the consumer marketplace, meaning homeowners and families can be assured of safe, fresh, clean water directly from home water outlets. As well, the purchase of bottled water and the rising environmental cost of resulting plastic bottles in landfills can be drastically reduced.

Danamark is about to introduce **undersink** and **whole house** systems to the general public through their DanaPure & Everpure line of products. For under \$300.00, an undersink filtration system will provide clean water from any corresponding faucet and the whole house system will guarantee the same clean water for baths, showers, in fact, every water outlet in the home – with no replacement or maintenance due for five years.

This is a breakthrough in fresh, clean and safe water quality for the home. In addition to private residential customers, Danamark WaterCare is also attracting commercial customers, such as elderly care facilities, hospices, First Nations' facilities, schools and community centers.

Danamark WaterCare has many aggressive and pro-active initiatives planned under the leadership of President Robin Howlings, who joined her father's company in 1978 and assumed sole ownership in 2004.

To summarize, Danamark WaterCare is a Canadian small business success story which has been providing a well-known and respected quality product for over 30 years. Now, Canadians will have a choice as Danamark will be offering water solution products more sensitive to family needs, environmental issues and health matters. Like any other product, consumers are searching for a trusted, reliable advisor and supplier. Because water is such a key and important part of our everyday lives, Danamark's introduction to the consumer market could be a very interesting story.

We would be happy to discuss this further with you and make arrangements for you to interview Danamark WaterCare principals.

Best regards,
Lorne Simon
Michael Communications
mc@michaelcommunications.com
416-785-5037 office
416-785-1647 fax