

June 2007

DYNAMICS

SEE WHAT'S HAPPENING IN WATER CARE



Robin S. Howlings Foundation for Clean Water

Every drop counts. Here at Danamark WaterCare we're making a difference drop by drop.

Quality water is our specialty and we want to continue giving back to the community by taking part in Project Water, our latest environmental endeavour to benefit those in need.

On June 27, 2007, Danamark WaterCare will kick off its exciting involvement in Project Water by presenting 12 Danamark Water Filtration systems to various shelters offering refuge to families, women and men in the GTA. Canadian Springs will be working with us hand-in-hand on Project Water by donating 1000 reusable water bottles to be distributed in conjunction with the filtration systems, so homeless people can have filtered water with them throughout the day. Project Water is a volunteer organization that helps the homeless combat dehydration in the summer months.

Also, as part of our ongoing company mandate to make a difference, we are introducing **The Robin S. Howlings Foundation for Clean Water**. On September 15th of each year, 10% of every sale will be set aside and donated to causes, such as Project Water, in an effort to support those in need and share our advanced water filtration technology, which is being used by leading Canadian retail outlets and countless homeowners.

September 15 is a bittersweet date here at Danamark. Our founder and my very dear father, Robin Smith Howlings, passed away on this date last year in his 75th year due to a rare form of cancer. But his giving spirit lives on – his enduring legacy of social commitment, integrity and principles continue to run strong at Danamark.

Caring has always been our business at Danamark WaterCare; it never runs dry. Robin started this company more than 30 years ago based on quality products, proactive initiatives and innovative strategies to provide clean water solutions. Today business is pure success - we are 100% Canadian owned and the leading Canadian WaterCare solutions company, supplying most of the restaurant chains and coffee roasters across the country.

Project Water is clearly and purely in sync with our passion is to be proactive in providing environmentally responsible solutions for WaterCare needs because all Canadians deserve access to good water regardless of their social structure or income.

Let's raise a glass – of water – to good health and making a difference. Thank you for your support.

Yours truly,

C. Robin Howlings,
President
Danamark WaterCare

