



December 2, 2011

Dear valued Deep Rock® customer,

We are pleased to announce that DS Waters of America, Inc., a leading home and office bottled water delivery business in the United States, has acquired substantially all of the Colorado assets of Deep Rock Water Co.

DS Waters is a diverse team of people committed to pure, refreshing bottled water. The DS Waters family of products includes some of the largest and oldest bottled water brands in the United States: Alhambra®, Belmont Springs®, Crystal Springs®, Hinckley Springs®, Kentwood Springs®, Mount Olympus®, Nursery® Water, Sierra Springs®, Sparkletts®, and now **Deep Rock®!**

Colorado communities have been enjoying the taste of Deep Rock water for more than 100 years. DS Waters will continue to provide the Deep Rock brand of products and the great service that has made Deep Rock the leading locally based bottled water company in Colorado today. Our goal is to make this transition as smooth as possible with no interruption in your service. You can expect to see your regular route sales representative on your next regularly scheduled delivery day.

Deep Rock will continue to offer a complete line of products and packages to satisfy all of your bottled water needs including:

- Artesian, Drinking and Distilled water in 5 or 3 gallon bottles
- 1 Gallon Artesian, Drinking and Distilled water
- Single-serve cases of 1 liter and 1/2 liter sizes
- State of the art filtration systems for all your specialized water needs
- Home and office coffee delivery service

The entire team at Deep Rock is committed to providing you with the highest level of convenience, dependability and customer care. If you have any questions about your service, please continue to call the Customer Service Department at 1-800-695-2020, 8am to 5pm (Monday - Friday). There are many benefits to come and we will send you more information throughout the transition.

We welcome you to the DS Waters of America family and look forward to the privilege of serving you!

Sincerely,

Larry Mullenax  
Area Manager  
DS Waters of America, Inc.

Thomas Schwein  
President and CEO  
Deep Rock Water Company