

# COMPANY FACT SHEET

**Waterpure International Inc.**  
(OTCBB: WPUR)

***Water production and treatment products that transform atmospheric moisture into pure, safe drinking water for daily use and in emergency situations.***

**WaterPure International, Inc.** markets a family of atmospheric water generators (AWGs) that produce pure, safe drinking water from the humidity present in the air. A **WaterPure™** AWG can produce from five to ten gallons of water per day, condensed from the air and treated by a chemical-free six-stage filtration and purification system that exceeds all U.S. governmental water purity standards.



WaterPure Executive for homes and small offices.

The AWG is approximately the size of a typical water cooler but does not require the inverted five-gallon bottle since it produces its own water from the air. The amount of water produced depends on the AWG model, ambient temperature and relative humidity.



WaterPure Pro for high-volume office or commercial use.

## Security and Emergency Needs

When no clean drinking water is available, WaterPure's AWGs create it, **resolving the need for clean water following disasters such as hurricanes and floods.**

In June 2007, WaterPure launched a **Nuclear Power Plant AWG Pilot Program**, placing its first atmospheric water generator inside a nuclear power plant. By eliminating the need for delivering bottled water from outside vendors, the program can help improve the security of nuclear power plants around the world. The Company will continue to develop multiple security-related applications for AWGs in private enterprise and government facilities.

## Sustainable Access to Water

WaterPure's AWGs generate pure safe drinking water at a fraction of the cost of plastic bottles, desalination or chemical treatment. In July 2007, the Company made its **first international placement in The Villages of Loreto Bay**, a seaside resort in Baja California Sur, Mexico, which is the largest development committed to sustainability now under construction in North America.



[www.waterpureinternational.com](http://www.waterpureinternational.com)

*Water from air ... It's always there.*

## Investment Considerations

- Advanced technology addresses worldwide need for safe drinking water.
- Easily installed products extract water from air, using minimal amount of energy.
- Provides safe drinking water during disasters such as hurricanes and floods.
- System of air and water filtration removes particulate matter smaller than .01 microns.
- High intensity ultra violet treatment eliminates micro-organisms, including bacteria and viruses.
- Test results of WaterPure™ water measured 99.9% purity, far exceeding EPA requirements.
- Products also function as dehumidifiers and purify the air as well as the water.
- Company structured expressly as a marketing and distribution entity. Not involved in research and development or manufacturing.
- Strong management expertise.
- Expanding distribution and marketing centers nationally and internationally

### Profile

Fiscal Year End:	June 30
Exchange:	OTCBB
Symbol:	WPUR
Share price (9/05/07):	\$0.34
52-week high/ low:	\$1.05/\$0.22
Shares outstanding:	20.61 million
Market cap:	\$7.01 million

(Source: Yahoo Finance 9/05/07)

## Business Strategy

WaterPure International markets water production and treatment products in the USA and abroad. Finished products are purchased from a manufacturer in South Korea under an Original Equipment Manufacturer arrangement and are marketed internationally under the Company's registered trademark brand WaterPure. WaterPure International began trading on the OTCBB in January 2007.

**Marketing and Distribution:** WaterPure is rapidly developing distribution and marketing channels, finding strategic partners, and expanding the product line for new markets. The Company has opened an **distribution and logistics facility in Miami** and an **operations center in Ft. Lauderdale, Fla.** It has appointed the first **regional master distributor** to engage in sales and distribution in the Indiana, Ohio and Kentucky tri-state region. Customers are expected to include military installations and large national businesses.

## Recent Developments

**Sept. 4, 2007**—WaterPure International receives 53 applications to distribute Products internationally. Dealers approved in Greece, Nigeria, Bermuda and Cayman Islands.

**August 7, 2007**—WPUR signs with DoD Contractor.

**July 26, 2007**—WPUR receives inquiries for Atmospheric Water Generators from Distributors, Businesses and Homeowners Worldwide.

**July 16, 2007**—WPUR establishes regional distribution and fulfillment center in Miami, Florida.

**July 10, 2007**—WPUR commences international deployment of Atmospheric Water Generators.

**July 5, 2007**—WPUR appoints master distributor of Atmospheric Water Generator products for Indiana, Ohio, Kentucky region.

**June 21, 2007**—WPUR opens regional operations center in Ft. Lauderdale, Florida, housing administrative, sales and customer relations personnel.

**June 18, 2007**—WPUR appoints Brian Lee Allen as Chief Operating Officer, based in Ft. Lauderdale.

**June 13, 2007**—WPUR places the first Atmospheric Water Generator inside a nuclear power plant, replacing need for bottled water, eliminating outside vendors and enhancing security.

## Safe Harbor

*This communication is provided for informational purposes only and should not be construed as a solicitation to invest. Future operation results are dependent upon many factors, including but not limited to: (i) the Company's ability to obtain sufficient capital or a strategic business arrangement to fund its expansion plans; (ii) the Company's ability to build the management and human resources and infrastructure necessary to support the growth of its business; (iii) competitive factors and developments beyond the Company's control; and (iv) other risk factors discussed in the Company's periodic filings with the Securities and Exchange Commission, which are available for review at <http://www/sec.gov/> under "Search for Company Filings."*

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*CFSG1 has an agreement to provide WaterPure International Inc. ("the Company") with consulting, business advisory, investor relations, public relations and corporate development services. In accordance with this agreement, CFSG1 receives cash compensation from the Company. CFSG1 may also choose to purchase the Company's common stock and thereafter liquidate those securities at any time it deems appropriate to do so. For more information please visit [www.cfsg1.com](http://www.cfsg1.com).*

## Management

**Paul S. Lipschutz, Chairman, Chief Executive Officer and President.** More than 30 years of experience managing public companies. Recognized professional in the licensed sports products industry. Graduate of Wharton School of Finance and Commerce, University of Pennsylvania.

**Robert F. Orr, Chief Financial Officer and Director.**

More than 15 years of providing accounting, consulting and valuation services to public and closely held companies. CPA currently with accounting firm of Stein, Feldman & Sampson, LLC. CFO of iDayo Investor and the managing partner of GTBL, Investment Group and Internet Investors, LLC.

**Brian Lee Allen, Chief Operating Officer.** Based at WaterPure's Ft. Lauderdale office. Previously Administrator of a 240-bed skilled nursing facility with 212 employees in Bradenton, Fla. which received Superior Rating and was the second most profitable in the state.

### Advisory Board:

**Phil Verruto.** Former CEO and Chairman of DataStream Global communications; built the company from a start-up in 1996 to a \$40-million revenue run rate by 1999; helped raise more than \$40 million in capital.

**David Goodstein.** Key principal of Brookside Home Sales, Inc., a leading modular homebuilder founded in 1969, which has built over 3000 homes in New York, New Jersey, Connecticut and Pennsylvania.

**James Beshara.** Nearly 35 years experience in real estate development. From 1982-2000, CEO of B&B Construction and Development Co. of Ohio. Has manufactured, financed & distributed products in the US, Europe, Taiwan and China. Financed construction, renewable energy and entertainment companies in Florida, St. Louis and Seattle.

**Terence Herzog.** Over 40 years in business and investment banking, holding advisory positions for numerous corporations and entrepreneurial endeavors. Currently CEO, Fuelling Capital Management. Previously co-founder of Elms Capital Management Corp., which oversaw more than \$12 billion in market value securities for individual and institutional clients.

**Robert E. Campbell.** President, Campbell Agencies, Inc. Seaplane and helicopter pilot recognized by Red Cross for organizing and flying Airlift '89 after hurricane "Hugo". Recipient of numerous major awards for community service. Appointed to Board of Doylestown Hospital and raised \$40 million for expansion of health care facility. Chairman of Aetna Agent's Advisory council for Pennsylvania and Delaware. Insurance Person of Year for Pa. Del., Md. Association. Serves on Bucks County Bank Board of Directors.

## CONTACTS

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