



The WATER Foundation brings you the Ace Hardware Conservation Marketing Programs For Vendors

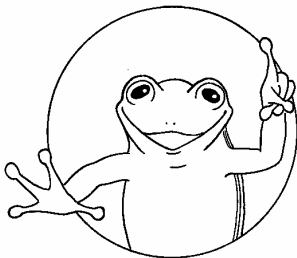


“According to the EPA, sales of environmentally oriented products reached 130 billion dollars in 2002 and are growing 10-15% each year. The need for the conservation product marketplace is growing each year too.”

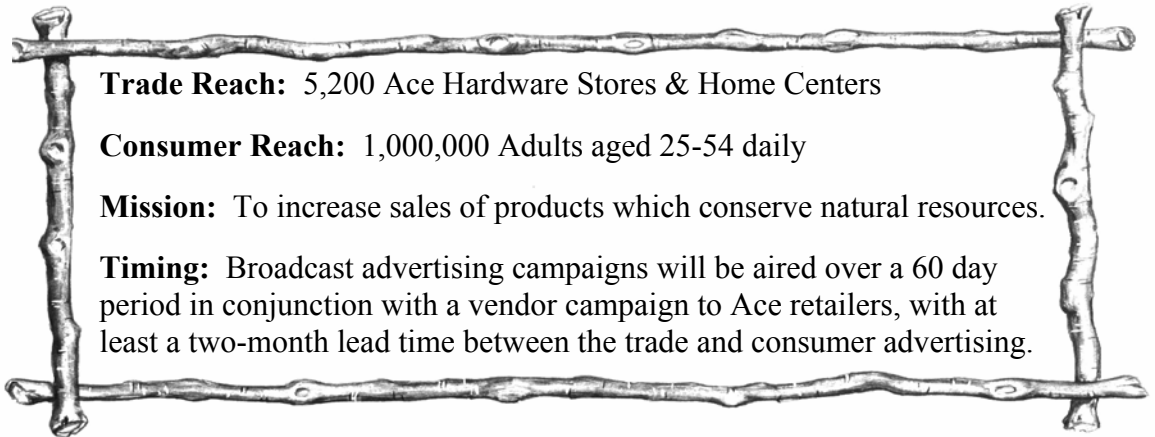
David Winkelman, President of The WATER Foundation

Benefits:

- National Radio Broadcasts** • Ads will be heard daily by 1 million listeners during radio drive times.
Vendor ads are featured in targeted conservation campaigns on the following:
 - Energy Conservation
 - Water Quality
 - Eco-Autos®
 - Natural Gardening
 - Water Conservation
 - Power Equipment
 - Less Toxic Pest Control
 - Waste Reduction
 - Rechargeable Battery Recycling
- Co-op Advertising Promotions sent to Ace Retailers**
- Web Site Ads** • Full page color ads placed on the popular www.hopshop.net website.
- Trade Ads** • Vendors promoted monthly in key Ace Retailer publications.
- Direct Mail to Retailers** • Vendor literature, product ordering forms, print ad slicks and sales literature.
- Retail Conservation Marketing Kit** • To all participating retailers includes in-store merchandising info.



“Remember!
Conservation Pays!”™
says Bog Frog®



Trade Reach: 5,200 Ace Hardware Stores & Home Centers

Consumer Reach: 1,000,000 Adults aged 25-54 daily

Mission: To increase sales of products which conserve natural resources.

Timing: Broadcast advertising campaigns will be aired over a 60 day period in conjunction with a vendor campaign to Ace retailers, with at least a two-month lead time between the trade and consumer advertising.

• Call 218-764-2321 for a sales representative in your area. Or FAX to: 218-764-3582

Yes, We would like to participate: Please check if our category is available.

Yes, We're interested...please send me more information.

Your Name: _____ Position: _____
 Company: _____ Product Category: _____
 Phone: _____ E-mail: _____