

*Premium Quality Water
& Beverage Partners*

STONEPOINT'S O2 WATER

In January 2002, StonePoint acquired the exclusive Asian rights to the Life O2 SuperOxygenation technology. The patented process and equipment can enrich bottled water and other beverages with more than fifteen times the amount of dissolved oxygen normally found in water sources.

The Life O2 SuperOxygenation process and equipment is the product of more than two decades of research regarding the human health benefits of increased oxygen bioavailability. For StonePoint, it was a natural fit with the company's ongoing commitment to developing and marketing premium brands. Since its inception in 1992, StonePoint has also focused significant research and resources on the development of products that offer important health benefits to consumers. With water and air quality becoming front of mind issues around the world, the LifeO2 acquisition provided yet another opportunity for StonePoint to take a leadership position in the fast growing health and wellness segments of the beverage industry.

From the outset, the business strategy focused on international expansion through licensed distribution and production. The StonePoint team recognized the enormous importance of packaging in the marketing of a product, especially in the highly competitive bottled water industry. The product story, packaging and all of the collateral materials were designed to communicate a research-based message globally to a wide consumer demographic.

Building on the launch of the "World's First SuperOxygenated Water" in 1998 and two successful test markets for the brand in Hawaii and Colorado, StonePoint has focused its efforts on building a major success story with Nihon Shokken Co., Ltd in Japan.

Nihon Shokken, a vertically-integrated food product manufacturer and distributor based in Imabari City, Ehime-Prefecture, Japan, entered into a license to produce a SuperOxygenated water branded Balance Date Water +O2 utilizing a StonePoint approved water source from British Columbia, Canada. Balance Date is Nihon Shokken's leading health product line, part of their family of more than 7000 food products.

The partnership formed between Nihon Shokken and StonePoint during their first meetings in Japan was instrumental in StonePoint's decision to purchase the Asian Life O2 rights and

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business. Since that time, the business relationship has continued to strengthen and the collaborative efforts of the two companies has shepherded the brand to its present sales volumes. Together the companies have established some of the highest quality standards in the industry and have mutually focused on expanding production capacity while developing exciting new packaging options for the product.

Building on its success with Nihon Shokken, StonePoint is actively exploring opportunities for SuperOxygenated beverages in other parts of Asia with various strategic partners.