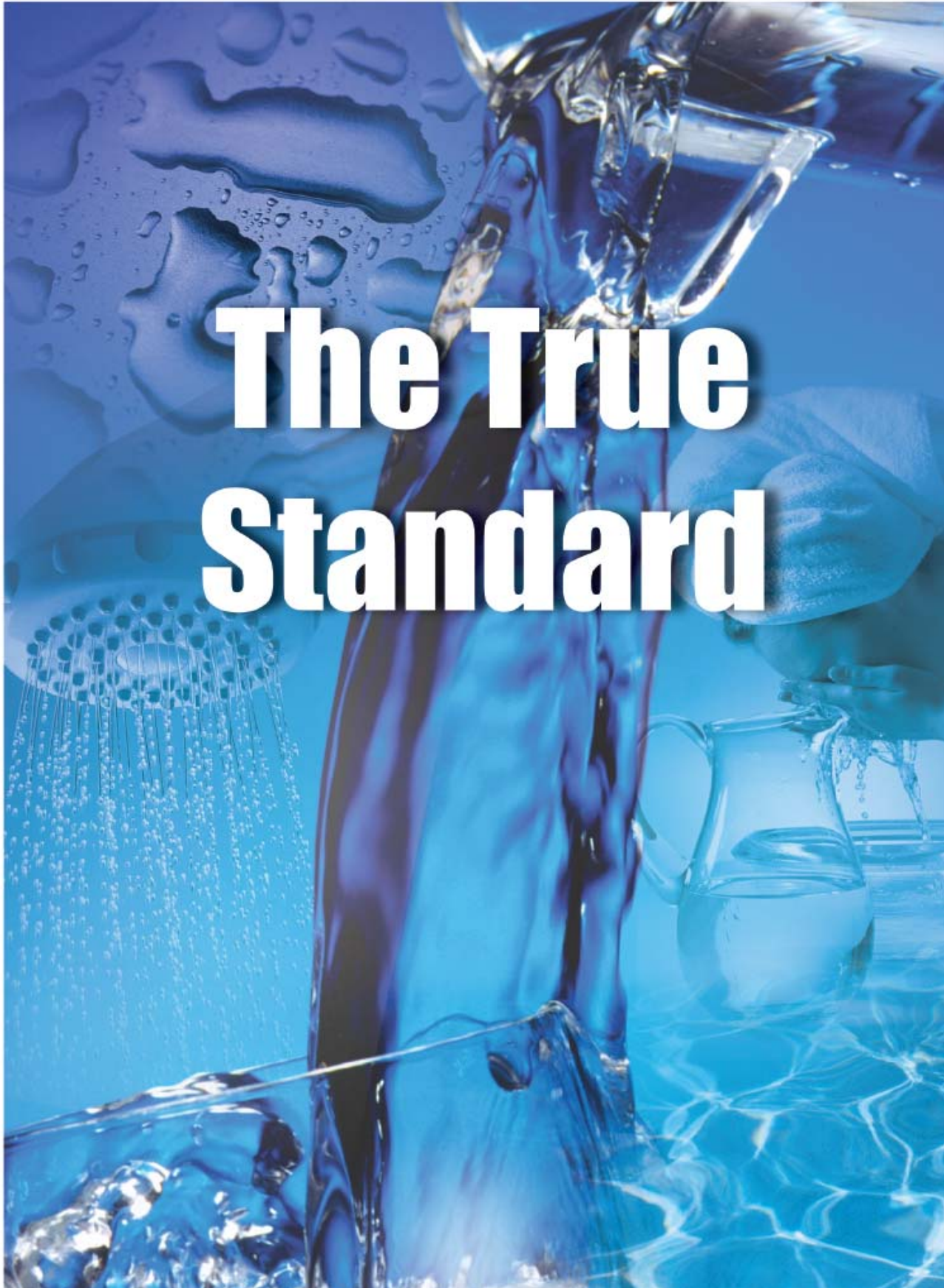




STERLING
W A T E R

*Sterling ICT
Series*



**The True
Standard**



Better Living Starts With Quality Water



The True Standard

For the past century, salt-based water softeners have universally been used to treat hard water. With the advancement of technology, the Sterling Water Conditioner has replaced out dated salt-based water softeners with a safe, effective, environmentally friendly solution for hard water problems.

Safe:

- ▲ Independently tested and approved by ETL as compliant with UL 979 and UL 73.
- ▲ Safe for use in drinking water and complies with the toxicity requirements in NSF 61.
- ▲ Sterling conditioned water can be used on household and garden plants.

Effective:

- ▲ Independently tested and approved by IAPMO Testing & Services as an effective solution for hard water problems.
- ▲ Calcium carbonate, the dissolved mineral compound that causes hard water, does not form scale build up on pipes, fixtures and surfaces.

Environmentally Friendly:

- ▲ Energy and water conservation enhances home value.
- ▲ Uses no salt or other additives and does not waste water through regeneration or backwashing.
- ▲ Approximately 250,000,000,000 gallons of fresh water are contaminated by chlorides each year in the U.S. as a result of backwashing media regenerated by salt-based water softeners.
- ▲ High levels of chlorides have led to salt-based water softener bans across the United States.

The average American uses 90 gallons of water per day.

Energy Savings
Hard water scale build up can reduce a water heaters efficiency by 29%.

No Sodium Added
The Sterling Water Conditioner's process retains natural calcium without the addition of sodium.

Continuous laundering of clothes in hard water reduces the useful life of the clothing.

Banned: Salt Water Softeners

(Indianapolis AP - The environmental movement appears to be making headway in it's campaign to prohibit water softeners that use salt. More than 25 communities in California have already banned or restricted the use of such water softeners on the grounds that they are hazardous to the environment. The California communities include cities such as Los Angeles, San Diego, Orange, San

In a letter to one concerned citizen the executive director of the Santa Ana Region of the California Regional Water Quality Control wrote:
"The problem with salt softeners is that they exchange sodium for hardness materials (such as calcium and magnesium) at the rate of 2:1" The sodium then enters the wastewater system and is discharged to the Santa Ana River following treatment. Since the Santa Ana River



Environmental Issues - Across the United States, traditional salt-based water softeners are being banned due to high levels of chloride they discharge. The Sterling Water Conditioner does not use any salt or chemical additives that need to be discharged.

No Salt Needed - With a salt-based water softener, sodium is added to the water at a ratio of 7.8 mg/L for each grain of hardness treated. Chloride is also added to regenerated water at the same ratio.

Conservation - One percent of Earth's water is usable to humans; the remaining 99% is salt water and fresh water held up in icebergs. The Sterling Water Conditioner saves usable fresh water wasted in regenerating salt-based water softeners.

Innovation

Each Sterling Water Conditioner utilizes advanced materials and electro-kinetic technology to keep mineral particles from attaching to pipes, fixtures and surfaces, reducing the undesirable effects of hard water.

By combining advanced technologies and innovative design, Sterling Water Conditioners are setting new standards for true quality and value.

The Sterling Water Conditioner, utilizing its patent-pending technology, is the first and only water treatment appliance to pass the anti-scale performance and testing requirements contained in IAPMO's IGC 91. Our products are **UPC and ETL listed and compliant with NSF and UL regulations.**

Sterling Water does not seek new standards for the sake of being different. We are different because we are better.

For more information, please visit our website at www.sterlingwatersystems.com or call us toll free at 877-262-5191.





Benefits to You and Your Home...

A Sterling Water Conditioner is specifically engineered to only operate when water flows. For the Conditioner to run for a hour a day would add approximately 15 cents to the monthly electric bill. A Sterling Water Conditioner typically uses less electricity than a 25-watt light bulb.

The Solution:

The Sterling Water System offers effective answers to hard water problems without any of the drawbacks posed by a salt-based water softening system.

The Sterling Water Conditioner prolongs the useful life of dishwashers, washing machines and fixtures.

Water spots from dish and window washing can be easily removed.

Concerned about taste or contaminants in your water? **Visit our website at www.sterlingwatersystems.com to learn more about filter systems and whole house water treatment systems.**

Before purchasing any water treatment device, we highly recommend that you learn about the quality of your water. To do so please contact your local municipality or Sterling Water Systems at 1-877-262-5191 or e-mail us at what@sterlingwatersystems.com.



A traditional salt-based water softener consumes 20 square feet of usable space whereas the Sterling Water Conditioner's sleek, small design allows it to attach directly to your water line.

Sterling Water Conditioner **Salt-based water softener with average annual amount of salt used**

June 2003

The first Sterling Water Conditioner is manufactured and sold

December 2005

The Sterling Water Conditioner is the first to pass the performance testing set forth in IAPMO's IGC 91

January 2006

The Sterling Water Conditioner complies with NSF 61's toxicity, taste and odor requirements

July 2006

Sterling Water Systems, LLC obtains UPC listing for the ICT-38, ICT-70 and ICT-110

May 2003

Sterling Water Systems, LLC was formed

May 2004

Sterling Water Systems, LLC submitted application for UPC and ETL Listing

January 2006

Sterling Water Systems, LLC receives ETL listing for models ICT-10 through ICT-225

April 2006

Sterling Water Systems, LLC obtains UPC listing for the ICT-20 and ICT-30