



HIGHLIGHTS

January 2008 Newsletter

CENTRAL KENTUCKY'S WATER SOLUTIONS COMPANY FOR MORE THAN 25 YEARS

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FROM THE PRESIDENT'S DESK

Well, here we go again!

It's the beginning of the New Year and, therefore, time to get serious about considering some resolutions—I prefer to call them guidelines—which can serve us well in the days and months ahead. (An exercise you may, or may not, want to perform just now is to have a look at your resolutions from January 2007—one year ago—and see how seriously you were “resolved” throughout the year).

I believe our resolutions will be easy to keep:

- We at Highbridge will be determined again in 2008, as we have been for more than 25 years, to strive to offer the best products and the best service possible to our growing customer base.
- We understand the importance of being a good and “green” corporate citizen and we promise to continue

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Highbridge is Proud: Kentucky Proud

As it says in the web site for the Kentucky Department of Agriculture's extremely successful program promoting Kentucky products, Kentucky Proud means many things to many people, from delicious blackberry jam, rich-tasting Kentucky country ham, mouth-watering tomatoes and melons, to many dozens of other products. Highbridge is “proud” as well, offering a product line that is entirely Kentucky centered.

Being a member of Kentucky Proud, and therefore licensed to carry the stylish logo which identifies a commodity as



being a Kentucky “native”, Highbridge upholds the tradition by presenting its renowned spring water in many shapes and sizes. And now Highbridge is excited to offer a trio of great coffees as well. All Kentucky Proud items are produced with the greatest care to offer a special treat to families throughout Kentucky, the nation and the world. So when you buy Highbridge Spring Water and select a coffee from the new line of Highbridge premium roasts, you are supporting Kentucky agriculture and its many producers, and you're giving your family the best. And, by the way, you're helping your community by keeping your food dollars at home.

At www.kyagr.com/kyproud you can confirm for yourself that buying Kentucky Proud is easy. Look for the label at your grocery store, farmers' market, or roadside stand. Our secret ingredient is the hard work and dedication of Kentucky's farm families. Find out why "Nothing else is close."

CUSTOMER FOCUS: John Doby

Author, professor, conversationalist, octogenarian John Doby has been a customer of Highbridge for more than 20 years, but his connection with the family-owned and operated business extends over some seven decades. Doby, a Corbin native who spent a career as a professor of Psychology and Statistics at Emory University in Atlanta, returned to his Kentucky home in 1986 and began buying gallon jugs of Highbridge Spring Water shortly afterwards.

Mr. Doby's long-time connections with the Griffin family (Highbridge president Linda Slagel was born Linda Griffin and raised in nearby London), trace to the 1930's when he was a teenager in high school. He came to know George Griffin Sr. when George was traveling throughout the region while working with the family-owned Laurel Grocery, a successful business which continues to this day. George Sr. found young Doby a good conversationalist—keen on the issues of the day—and offered to give John rides to and from school, just for the good conversation and the good company.

When John moved back to Corbin he started purchasing gallon jugs of water at the local grocery store because he liked the taste—"It is just good water. And if you want to believe it has had something to do with my living to age 87, then so be it.!" And with the expanded home delivery service the company offers, Mr. Doby, whose accomplishments include the authorship of three books concerning his teaching at Emory, no longer has to tote the jugs from the neighborhood grocery—it now is delivered to his door step!



Showcats!!!

The Kentucky Elite Showcats were formed in 2001 and they were the very first special needs all-star cheerleading team in the country. Thanks to the success of the Showcats some 17 states have started special needs teams. The Showcats have been featured in countless magazines and even on ESPN.



FRONT ROW: Sandy Hall (Coach), Sherrie Neal, Tonya Cornett, Kristi Newton, Shon Newton, Megan McCormick, Mary Fehrenbach (Coach).

MIDDLE ROW: Jessica Hammond, Stephanie Crouch (daughter of Debbi Taylor, Highbridge), Kelli Davis, Maria Guardado, Sabrina Schmidt.

BACK ROW: Vickie Gardner (Coach), Nastya Birioukova, Phillip Riley, Oana Warren, Madeline Mandina.

NOT PICTURED: Amy Lennon, Anna Shipley, Missy Johnson.

COLD WEATHER CALLS FOR HOT COFFEE

And Highbridge has just the right brew for you. Choose whole bean or ground and we will deliver right to the door of our Highbridge customers.

WILDCAT ROAST

A dark-roasted, generously textured cup of coffee; warm and full-bodied with an uplifting lively finish. This is Lexington's finest dark roast.

BLUEGRASS BLEND

Toasty, natural sweetness and balance of a medium-roasted Central American coffee bean; an elegant cup of coffee offering a mellow palate and a crisp, refined finish.

DERBY DECAF

Natural water-processed. A smooth and sophisticated coffee blend; plenty of body and dark-roasted nutty flavor, with no unwanted caffeine.



FROM THE PRESIDENT'S DESK

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our efforts in support of the many recycling efforts taking place in the communities we serve.

- We believe strongly in the concept of the Kentucky Proud program and are pleased to be a member, and we pledge to continue urging all of our friends and customers to pick up a Kentucky Proud product every time they have an opportunity. This helps ALL Kentuckians.

- We want to encourage our customers to talk to us—tell us what you like and where you think we can improve our products and services. This must be an ongoing dialogue and we believe it is one of the best ways we all have to better our performance through communication.

- Now a "guideline" a bit more difficult to keep—it has to do with the waistline and perhaps there are some of you who could benefit from a slightly reduced profile. If so, please remember always that a daily dose of fresh, delicious, calorie-free Highbridge Spring Water can put you on your way to a healthy New Year.

Surely you would agree that is a resolution we all should adopt.

Happy New Year to All.

Linda Slagel

John Doby is a longtime customer of Highbridge since 1986. Moved back to his hometown of Corbin from Atlanta after he retired from teaching at Emory University. He was a professor of Psychology and Statistics. He has even written 3 books about his teachings.

Mr. Doby has long time connections with the Griffin Family, going back to the 1930's when he was a teenager in high school he met George Griffin Sr. when George was traveling central KY with Laurel Grocery. George Sr. enjoyed talking to the then young John and they shared many conversations of issues of the day so George Sr. offered to give John rides to and from school, just for the good conversation and the good company.

When John moved back to Corbin he started purchasing gallon jugs of water at the local grocery store because he liked the taste, said he didn't taste of chlorine, "just good water".

When asked his age he didn't hesitate, said he was 87 years old. I asked him if Highbridge Spring Water was one of the reasons he has lived this long and he said "sure, if that's what you want to believe"!

He was thrilled once HBSW started delivering water and coolers to his rural area, this meant he wouldn't have to carry it from the grocery store, it was now going to be delivered to his door step!