



HIGHLIGHTS

April 2010 Newsletter

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

Wilmore 859-858-4407

London 606-864-7508

Richmond 859-623-4700



Sweet Talk, Sweet Tooth

FOR MANY, PARTICULARLY DENTISTS,
SUGAR IS NOT A SWEET WORD

A Highbridge customer recently received a thought-provoking email from his dentist and wanted to share it with us. It is written by dentists and distributed to their patients, so it surely has a "point of view", but we think its points are very valid. We would encourage you to have a look at the link mentioned below as it contains a lot of useful information.

What Energy Drink and Soda Companies Don't Want You To Know

We were watching a sporting event recently and it was shocking to see how many adults and kids were drinking energy drinks, sodas (Coke, Mountain Dew, Dr. Pepper, etc) and coffee-based drinks. Because Americans are bombarded with so many marketing messages promoting these drinks, they're encouraged to drink these energy boosters daily, and they become numb to the side effects. Of course there's the whole sugar and calorie intake issue, but we want to call attention to the side effects and negative impact these popular drinks can have on your teeth. The amount of sugar found in these sodas is amazingly high. We have singled out a few of the more popular ones below, but you might want to see the entire list by checking out the link at www.energyfiend.com/sugar-in-drinks.

FROM THE PRESIDENT'S DESK

Interesting new gadget in the world on recycling—a reverse vending machine. Developed by a German company and currently being tested in Great Britain, the machine accepts empty bottles and cans and recycles them on the spot. It is designed to match other vending machines from the manufacturer, so it fits nicely in an area where machines currently are located. It is soon to be available for home stand-alone units and is expected to show up in malls, service stations, outside convenience stores, and other places of this sort.

Says the manufacturer in a press release in England, "As a nation we are gradually getting to grips with recycling and if you make it easy to recycle, the general public will respond." We say "Amen" to that sentiment.

.....

Browsing recently through some literature from the International Bottled Water Association, I noted some positive comments concerning the role that bottled water companies such as Highbridge continue to play in the overall scheme of things.

(continued on back)

	Ounces	Sugar (grams)
Coca-Cola Classic	12	40.5
Dr Pepper	12	41
Ginger Ale	12	33
Jones Energy	16	60
Lipton Iced Teas	20	53
Mello Yello	12	48
Mountain Dew	12	47
Nestea Peach Green Tea	20	57.5
Pepsi-Cola	12	40
RC Cola	12	40
Snapple Tea	16	36
Tonic Water	11.9	29.6
VitaminWater Energy Citrus	20	33

Of course, we have the perfect way to avoid all these sugary beverages:
DRINK MORE HIGHBRIDGE!

CUSTOMER FOCUS:

FRIENDS OF MOUNTED PATROL

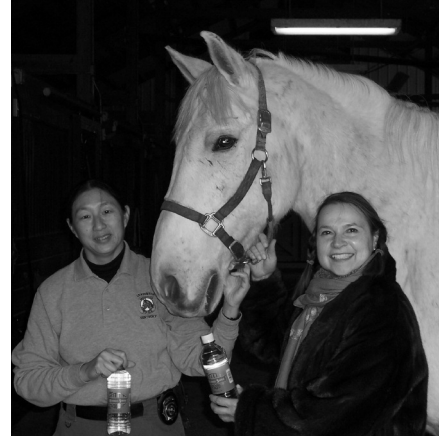
THAT'S WHAT FRIENDS ARE FOR

With the support of Friends of Mounted Patrol the Lexington division of Mounted Patrol are drinking Highbridge Spring Water. Friends of Mounted Patrol member Mariana Moore had noticed the officers were always carrying around bottles of water that they brought in on their own. Trying to find ways to support the officers Mariana immediately thought of Highbridge Springs. Mariana is a long time customer of Highbridge and thought this would be an excellent way to show their support, so the group contacted Highbridge to have water delivered to the patrol unit.

With Sgt. Ellen Sam at the reigns it's easy to see why this group of officers has become a fixture in the Lexington community. The Mounted Patrol is an award winning unit, not only locally but nationally as well. It's no surprise to see their presence at events such as parades, The Rolex Kentucky Three Day Event, Keeneland, The Kentucky Oaks and Kentucky Derby; even in the parking lot at Fayette Mall during the holiday shopping seasons.

Highbridge Springs is glad that with the help of Friends of Mounted Patrol we are able to keep these officers hydrated. Now if we can just find a way to fill a horse trough with Highbridge Spring Water!

If you want to find out more about Friends of Mounted Patrol visit their website www.friendslexingtonmountedpolice.org.



Sgt. Ellen Sam, left, and Mariana Moore offer a Highbridge toast to Zeus, a big-boned Percheron—Friesian cross

FROM THE PRESIDENT'S DESK

(continued from front)

For example, they remind us that the bottled water industry uses minimal amounts of groundwater to produce an important, healthy and calorie-free consumer product—and does so with great efficiency in the United States, noting that bottled water production accounts for less than 2/100 of a percent (0.02%) of the total ground water withdrawn each year.

Even though they are a minimal groundwater user, bottled water companies actively support comprehensive ground water management policies that are science-based, multi-jurisdictional, treat all users equitably, and provide for future needs of this important resource. The bottled water industry also supports a strong and adequately funded municipal water infrastructure. Nearly all U.S. consumers and industries rely on tap water, and every taxpayer and every industry must help ensure that supplies of water from municipal systems are safe and plentiful in the years ahead.

We continue to believe that responsible companies such as ours are having a positive impact on the ongoing conversation about how best to protect our environment and its precious water.

Linda Slagel

WITH / WITHOUT



Some of our customers prefer the convenience of a filtration cooler connected to their existing water line rather than the 5-gallon bottle of Highbridge Spring Water. Filtration will definitely improve the taste of your existing tap water. We offer both systems, so if you are inclined in the direction of a filtration cooler, just give us a call at Highbridge and we will be happy to discuss it with you.

Questions ??????

Highbridge Customer Service: 859-858-8801

Highbridge Billing: 859-858-8803.