

Referral Program Rules

PROGRAM OVERVIEW: The Pure Water Technology (PWT), Pass the Pure Business Referral Program provides our customers the opportunity to send us referrals of friends and associates and receive compensation for doing so. To participate in the Pass the Pure program, you must be a current PWT customer.

PROGRAM DETAILS: PWT will award a Visa Gift Card to any Eligible Referrer (as defined below) who refers an Eligible New Customer (as defined below) in compliance with these Referral Program Rules.

- (a) A \$50 Visa gift card will be issued to the Eligible Referrer and a \$10 Starbucks card issues to the Eligible New Customer following the Eligible Customer's completed sales appointment with a PWT representative.
- (b) Another \$50 Visa gift card will be issued to the Eligible Referrer when the Eligible Customer signs a contract (that is funded) for a PWT water or ice unit.

The Program cannot be combined with any other offers and PWT reserves the right to add, modify and/or delete any Rewards and/or requirements to receive any Rewards. Pure Water Technology's decision with respect to all aspects of the Referral Program is final and binding.

DEFINITION OF AN ELIGIBLE REFERRER: To qualify as an "Eligible Referrer (ER):"

- (1) ER must be a current PWT customer
- (2) ER must be a resident of the United States and 18 years of age or older
- (3) ER cannot refer him/herself or his/her business

DEFINITION OF AN ELIGIBLE NEW CUSTOMER: To qualify as an "Eligible Customer (EC):"

- (1) EC must be the decision maker or influencer for a business that is not currently a Pure Water Technology customer
- (2) EC cannot be a Pure Water Technology prospect currently in the sales process
- (3) EC must be located in a Pure Water Technology sales territory: Los Angeles and Orange Counties, CA; Chicago, IL, metro area, St. Louis, MO, metro area; Indianapolis, IN, metro area; Cincinnati, OH, metro area; San Francisco, CA, metro area; Dallas, TX, metro area