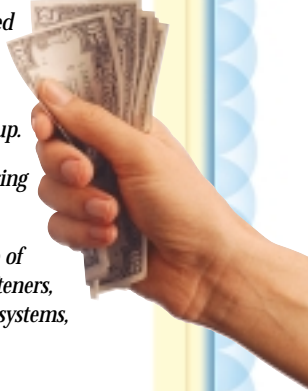


Look at all the Savings!

- ✔ Special discounts on Culligan Bottled Water, convenient cups and cases of single-serve Culligan water.
- ✔ Complimentary free water at start up.
- ✔ Complimentary free water for referring a new customer to Culligan.
- ✔ Significant savings on the full range of Culligan products such as water softeners, whole-house filters, drinking water systems, salt delivery and more.



All this backed by the legendary "Hey Culligan Man!" Service commitment

- ✔ Need more water next week for some reason? Want your water on the back porch during the summer? Just call us!
- ✔ 30-day Satisfaction Guarantee to make sure you're happy!
- ✔ The assurance of great-tasting, crystal-clear water on time, every time!

- ✔ Courteous, dependable delivery people.
- ✔ Trusted brand for over 65 years.
- ✔ Locally managed operation with local employees.

With so many great reasons to enjoy Culligan Preferred Service, why settle for less?



Quality and Service You Can Count On

In addition to delivering delicious bottled water right to your door, Culligan has led the water treatment industry in innovation and service for over 65 years. We manufacture ISO 9001 certified products such as water softeners, whole-house filters, and drinking water systems under exacting world-class quality control. Culligan products are backed by solid warranties* and the best trained installation and service technicians in the industry. With over 1,100 dealers worldwide, a Culligan Man is always nearby.



Take Advantage of These Exceptional Culligan Offers...

Do Yourself and Your Friends a Favor

Your friends and family deserve crystal-clear, great tasting Culligan water too. Each referral provided by a Culligan customer that results in a new customer *will be rewarded with free water: three five-gallon bottles!*

Get Started with a Great Value*

New customers enjoy a "Buy Two, Get Two Free" offer on five-gallon bottles—plus a free case of 24 single-serve bottles!

*Introductory Offer is subject to credit approval, is available at participating dealerships, is not valid with any other offers. Based on 12 month agreement. Bottle deposits may apply. Offer expires 3/30/04

Call your local Culligan Man or visit culligan.com

"Hey Culligan Man!"

Culligan
Trust the Water Experts®

www.culligan.com
1-800-CULLIGAN
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*Culligan will provide a copy of warranties upon request. Culligan, Hey Culligan Man, Culligan Man and Culligan.com are trademarks of Culligan International Company.

Culligan®

Culligan
Delivered
Bottled Water



Service
that actually
simplifies your life
...now that's refreshing!

"Hey Culligan Man!"

- ✔ Delivery to Home or Office
- ✔ 100% Satisfaction Guarantee
- ✔ Cups Available
- ✔ Single Serve Bottles
- ✔ Choose From a Variety of Coolers

Trust The Water Experts®

Culligan
Preferred Service
program

TRUST THE WATER EXPERTS

When you enjoy delicious Culligan bottled water delivered to your home or office and use a dependable cooler provided by your Culligan Man, you gain a host of valuable benefits and options from our "Preferred Service Program."

The highest
Quality
equipment



- ✔ Don't risk breakdowns and leakage with inferior coolers! When your cooler is provided by Culligan, you can be sure it's always working to your satisfaction. That's like having a lifetime warranty!
- ✔ Keep your water cooler clean and the water tasting delicious with the option for a professional sanitization service each year.
- ✔ Different types of coolers to choose from if your family or workplace needs change... just call your Culligan Man!

Culligan
Trust the Water Experts®

Crystal clear, great tasting water

the easy way

You know your family should drink more water, and you should avoid other beverages that can actually dehydrate the body. Research has shown that even eight glasses a day may not be enough. It's a lot easier to stay hydrated when you have crystal-clear, great tasting water on hand. Culligan® makes it easy!

Just Pennies a Glass

Store-bought bottled water can get expensive, and hauling all that water home is no fun. Wouldn't it be nice to have great tasting water, as much as you need, delivered right to your home or office? Who can you trust to provide top-quality water with friendly, dependable service? Your Culligan Man®, of course!



The Hydration Equation

Your Family + Water = A Better Lifestyle
To calculate a starting point of your ideal water intake, divide your weight in half. This will give you the *minimum* number of ounces of water you should be drinking every day!

Body Weight		
180 lb.	60 lb.	130 lb.
Minimum Ounces Needed Daily		
90 oz.	30 oz.	65 oz.
<i>11-12 glasses</i>	<i>3-4 glasses</i>	<i>8-9 glasses</i>



Even more water needed for: smokers, dieters, active people, people living in high altitudes, hot/cold weather, seniors, pregnant women, nursing mothers, babies and school-age children, prescription drug takers, drinkers of dehydrating beverages

Tips to Keep You Hydrated: Use an attractive glass or easy-to-use water bottle. Add ice, lemon or lime. Keep the water chilled. Drink moderate amounts throughout the day. Take water breaks. Drink water around the same times each day.

Unwavering Quality

Count on Culligan water to taste great every time. Our water is produced under strictly monitored processing and bottling standards set by both the International Bottled Water Association and Culligan. Our reverse osmosis purification process is the leading edge in contaminant removal, able to reduce microscopic impurities and chemical elements far more effectively than the carbon filters in pitchers and faucet attachments.



Ahhhh...Just Right

A hot cup of tea, warm cup of cocoa, or a cold instant drink. It always tastes better with Culligan water. Choose the best cooler for your family's needs.

*Hot and Cold,
with child safety tap*



*Room Temp
and Cold*

No More Dirty Glasses

Our attractive, disposable cups are perfect for thirsty children or just a quick drink on-the-go.



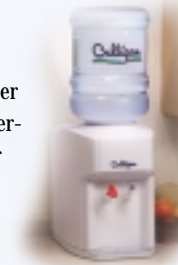
No More Spills

Culligan's trademark **Care Cap™** makes handling easy and eliminates splashing and spills when changing bottles. It also provides the security of a tamper-evident top.



Save Floor Space

Culligan offers a convenient countertop cooler when there is enough space above the countertop to accommodate the height of the cooler and 3- or 5-gallon bottle (27" or 33").



Portable Refreshment

Have our handy single-serve bottles delivered by the case so you always have delicious water ready to go, without having to lug it home from the store.



Culligan Water at Work

If your co-workers depend on you to keep the water flowing, depend on Culligan. Whether it's one cooler or twenty, your Culligan Man can handle it.

