

“We will only know the worth of water when the well is dry.”

Benjamin Franklin

The Plan for Growth:

From its pristine, Northeast Maine location, Tomah Water, LLC is positioning the Native American spring water bottling company to become a vertically integrated, leading-edge innovator providing cost-effective, sustainable, environmentally sound solutions to meeting the world's growing and impatient demand for fresh water delivered in eco-friendly containers. Tomah Water, LLC will be comprised of multiple segments with the specialty of providing a premium spring water product to private labeled customers, casinos, government and military institutions, national and international catastrophic events plus distribution via a JVA to bottled water consumers within Maine and New England.

The primary objective of the Passamaquoddy Tribe at Indian Township in providing access to its valuable spring water aquifer is to create a significant level of on-reservation jobs along with earnings that can stimulate local improvements for the overall well-being of the Tribal members well into the future.

Tomah Water, LLC and its signature bottled spring water brand, Passamaquoddy Blue, will evolve into the expanding bottled water segment as a personalized Native American bottling company targeting traditional as well as non-traditional sales and distribution channels available under 8(a) No-Cap, Sole Source and HubZone umbrellas and available only to recognized Native American Tribes.

Tomah Water will specialize in providing premium, custom bulk and bottled water product for a number of distinct market segments:

- Commercial (Bulk & Bottled); US and International
- Consumer (Bottled & Bulk); US via joint-venture with regional beverage distributor(s)
- Private Branding (Bottled); US including fellow Casino Tribes
 - o Publicity
 - o Promotions
 - o Marketing
 - o Internal Use
 - o Specific Events
 - Department of Defense (Bottled and Bulk); US and International
 - o Post Exchanges
- FEMA (Bottled); US and International
- State and Federal Agencies (Bottled)
- Maine & Regional Residents (Bottled)

Tomah Water will enter the lucrative and growing private label market offering designer-level varieties along with premium-level quality recognized for its fully integrated turn-key level of service to include made-to-order labeling with alternative, earth-friendly, innovative container selections. Private label bottling currently generates in excess of \$1 billion in yearly sales with growth rates exceeding traditional brands. Having inroads with Native American-owned casinos will provide access to a steady segment of bottled water drinkers.

Currently, no Native American Tribe bottles spring water. This provides a gigantic opportunity for creating new markets within the bottled and bulk water segments including private labeling.