

Dear Valued Customer,

RE: Notice of Price Change of Pure Life and Spring Water 5-Gallon Exchange Products for all US customers

Our goal is to provide you with quality water for you and your customers to enjoy.

Among these efforts have been route to market optimization that has reduced fuel consumption, upgrades in multiple product locations to improve efficiency, and operating with a mindset around daily continuous improvement. To continue providing our quality services at the level you expect, we are initiating a price increase to help offset certain higher costs while enabling us to continue to invest in our service model excellence.

We are writing to notify you that we will be implementing a price increase for our 5-Gallon Exchange products effective 11/15/2025. This includes all 5 Gallon Pure Life®, and Regional Spring Water products.

Brand	Description	New Price	SRP
Pure Life®	5 Gallon Exchange	\$6.10	\$8.99
Pure Life®	5 Gallon Initial Purchase	\$13.10	\$15.99
Regional Spring Water	5 Gallon Exchange	\$6.85	\$9.99
Regional Spring Water	5 Gallon Initial Purchase	\$13.85	\$16.99

If you have any questions, please give us a call at (866) 501-4163 to discuss what these changes mean for you and your customers.

As a valued customer, we want to thank you for your continued support and business, and we look forward to continuing to growth the category with you.