

Nestlé Waters North America Inc.

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The Healthy Hydration Company™

To: All Bottle Redemption Centers and Pick-up Agents in NY, CT, ME, MA, VT

From: Nestle Waters North America

Date:

Re: Nestle Waters “Red Label” Bottles

ARROWHEAD®

DEER PARK®

CALISTOGA®

ICE MOUNTAIN®

Ozarka®

Poland Spring®

Zephyrhills®



re-source®

AccuPure®



ACQUA PANNA®

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S.PELLEGRINO®

Dear Redemption Centers and Pick-up Agents in the Northeast,

What:

On March 1, 2010, the labels and bar codes of Nestle Waters products sold in Northeast states changed. Nestle Waters now sells different labeled product distinguished by separate barcodes in bottle deposit states and non-deposit states for still and sparkling Poland Spring, Nestle Pure Life and Deer Park brands.

Why:

To ensure that all Nestle Waters product sold within a deposit state has a label with a correct deposit message, for which a deposit has been collected. This change now makes it easier to ensure non-deposit product is not sold or redeemed within a deposit state.

Bottles intended for retail sale in non-deposit states in the north east now carry a “**red band**” around the label. These labels do not contain the appropriate deposit message for deposit states, nor has a deposit been collected. Since these non-deposit bottles carry a different barcode, the “red label” bottles cannot be redeemed at RVMs or redemption centers.

What you need to do:

Nestle Waters will not refund deposit or handling fees for any “red label” bottles. If you or your employees see any red labels, those containers must be **rejected**.

When:

Effective immediately.

How to distinguish between these new labels:

See next page for illustration.

Validity:

This applies to **ALL** redemptions through RVMs and redemption centers.

