MEDONE ONE





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TABLE OF CONTENTS

LETTER FROM THE PRESIDENT 03

Larry Stevens

LETTER FROM THE EDITOR **05**

Troy Tait

A BREATH OF FRESH AIR 06

Mike Krog

CREDIT SCORES 07

Anne McOmber

WHERE WE STAND 09

Company Numbers

ACQUISITION SOLUTIONS 10

Financial Solutions

EMPLOYEE SPOTLIGHT 11

Nate Davis

PROGRESSION OF VIDEO 12

Matt Nott

H₂0 13

Jill Shaver

WRITTEN BY: LARRY STEVENS President LETTER FROM THE PRES

What is our Value Added Proposition?

bad news, attempt to avoid catastrophic

mistakes, and move aggressively toward a

Dr. Harari said, "You have to accept risks;

those who try to avoid them take the great-

est risk of all." (1) At Med One, we live our

lives based on taking risks. Every time we

purchase an item of equipment to lease to

a customer we accept the risk of whether

the customer will fulfill their obligations and pay their lease payment on a timely basis.

Each piece of equipment that we purchase

for our rental inventory comes with a risk

that we won't be able to find anyone to rent

it to. Every Med One employee was hired

to help us manage these risks we take

each day. Taken in the aggregate, these

risks are daunting. In 2008 we purchased

over \$116 million worth of equipment to lease to over 625 new customers. In 2009,

"You have to accept risks - those who try to avoid

Dr. Oren Harari of the Stanford Business School

them take the greatest risk of all."

successful and profitable future.



At the beginning of March, I attended a gathering of leasing company chief executives to discuss the challenges facing our industry and identify emerging

opportunities. During the meeting we participated in a presentation by Michael Staver, a nationally known management consultant. His presentation was the high point of the gathering.

Also at the beginning of March, I attended the leasing industry's 2009 executive round table held in Washington DC. Amid all the gloom and doom - and there was understandably a great deal of that engulfing the gathering - the highlight of the conference was an energetic presentation by Dr. Oren Harari of the Stanford Business School

From these 2 presentations I gleaned the same basic message that is critical to Med One as we work through this morass of

we expect to purchase \$200 million worth of equipment for our customers to lease. In 2008, we purchased over \$12 million in new equipment for our rental inventory and in 2009 we are prepared to purchase the same amount or more. Our success as a company relies on our ability to successfully manage each of the individual risks that total up to the aggregate.

When you boil it all down, there are really only two real motivators in life. They are:

(a) the avoidance of pain and (b) the pursuit of pleasure. (2) For over 18 years, Med One has mitigated its risks by helping our customers and vendor partners avoid pain. We exist to take the pain out of acquiring the use of critical patient care equipment. What pain? The pain of trying to allocate scarce capital resources to all of the needed projects; the pain of having existing equipment being made obsolete through technological advances; the pain of the endless red tape and needless hassle associated with completing an equipment lease or loan; the pain of needing important life saving equipment during peak census

Our employees happily work together to help alleviate all of the pain that would be normally associated with what we do

> for one reason - the pursuit One exists to alleviate pain and bring pleasure.

In the midst of the current economic climate it will do us well to consider that, "If you keep your nose to the grind-

stone and your shoulder to the wheel - all you'll end up with is a flat nose and a sore shoulder." Success isn't about doing what you have always done - better. It is about

As our core business gets pushed closer and closer to become a simple commodity - with success determined only by pricing, with no recognition of differentiation - it is time we figured out how to do what we do better and possibly differently.

times and not being able to get it.

of pleasure. So I guess Med

figuring out how to do it differently.

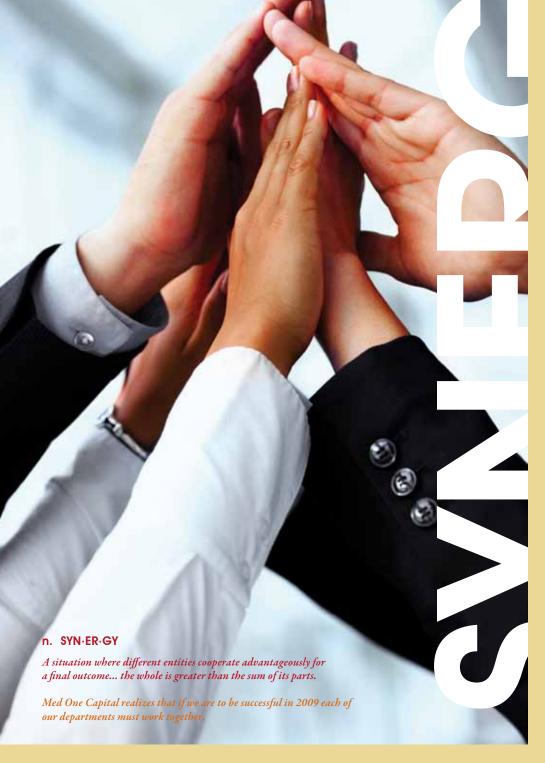
This year, we are beginning in earnest to magnify a value added element of our offering that we have always claimed to have, and indeed which many of our associates in the industry believe we do very well. We are focused and committed to bringing significant value added to our total business offering by developing - in addition to providing innovative and exciting methods of acquiring patient care equipment - an enhanced capability to "redeploy" equipment. This will include redeploying our own

equipment that is returned by leasing customers; it includes equipment that may be replaced by the new equipment we lease; and it includes equipment that may be deemed excess equipment for any reason by the customers that look to us for value added. The great void that exists in our industry is that it has become a financial business and no one has created an ability to truly manage the equipment risk. We intend to develop this core capability to truly manage and maximize the value of the equipment that flows through our market place and needs to be redeployed.

This capability will create a challenge for, and place increased emphasis on, literally every department within Med One. It will require that we expand and refine our biomed services capability. Our marketing department must step to the line to be able to capsulate our message and tell it to the market place. Finance and accounting will need to develop new capabilities and find funds to provide financing for inventories. Operations will be called upon to manage an increasing and diverse portfolio of receivables. Our rental department will be expected to open new markets and seek out an increased customer base. Our sales capability must be refined and intensified as we serve additional types of customers.

This is a core capability that we now possess only in the smallest of terms and in selected product lines. We intend to expand this capability to a wider array of products and to serve a diverse and expanded base of customers. This new capability will bring possible value to each customer whom we serve, each manufacturer that we partner with, and introduce us to a much wider market place. Our entire management team will be challenged to help develop and build this capability. In addition to achieving all of our operating goals, developing this enhanced capability will be job one for this company for 2009 and beyond.

As we build this capability within our company, we will progress beyond the commoditization of our industry; we will add strength, substance and uniqueness to our company; we will provide significant additional opportunities for our employees and we will be able to explore and build exciting new capabilities. We will reduce pain and provide pleasure for our customers and employees alike. I invite each member of the Med One family to join us as we build this critical capability and enter this exciting new era.



03 MARCH / APRIL



WOULD YOU LIKE FRIES WITH THAT?

WRITTEN BY: TROY TAIT

Editor

Recently it was my night to cook dinner so naturally I decided it was a great night to go out to eat. When we arrived at the restaurant I couldn't help but notice all of the different choices that I had. I could get a hamburger with one or two patties, a grilled chicken sandwich or a breaded chicken fillet sandwich. There was a fish sandwich and even a veggie burger. Once I finally made my choice the long time question was asked, "Would you like fries with that?" Of course my answer was, "Yes," and I walked away with fries on my tray and not a second thought to the other options available.

As I later evaluated the situation, there were two elements to this that I found very interesting. I let one simple question influence my choice. I wonder if I really wanted the fries or if I simply ended up with them due to a conditional reflex (you know, like Pavlov's dog). The question was asked and with my immediate response I lost the opportunity to consider any other options. The deal was done...whether it's what I really wanted or not.

I also considered the opportunity the restaurant may have missed out on. In my opinion, variety is a good thing for a restaurant to have. I don't know about you but most people don't necessarily like to

Allow yourself to stand
above the crowd by
refusing to follow the
standard; become better
than the standard.

eat everything and when they do find something they like, most aren't up to eating it over and over again. Thus variety can help a restaurant bring in more customers more often. While I'm sure this restaurant had numerous side items, I ended up with the standard french fries and really no idea what other options they offer. Missed opportunity? Probably.

Obviously, the point of all this isn't just about french fries and side items from a restaurant, but rather the opportunities we pass up daily (and possibly 'encourage' others to pass up as well). How many times in life do we miss out on something unique because we went with the 'standard' choice or allowed someone or something to influence our decision? In most cases, it's by going in our own direction with our own ideas that we find success and set ourselves apart from the rest. My advice: allow yourself to stand above the crowd by refusing to follow the standard. While the standard may be the safe bet, take a chance and rise above it; become better than the standard. Who knows what opportunities will open up to you when you do!

A BREATH OF FRESH AIR

WRITTEN BY: **MIKE KROG**Business Development Manager

Remember when you got your mortgage loan on your house? You had to give them a copy of your bank statements, taxes, paystubs, W-2s, mortgage statements, insurance statements, sign your life away, etcetera, etcetera, etcetera. What a pain in the neck! Now, take that image you have about obtaining financing and throw it away. Yep, mentally wad it up and throw it in the trash.

When it comes to lending money, the issue that all lending institutions are always trying to control is the risk that they take on. This risk is typically covered by the legal processes afforded them by the US government and enforced in their extensive documentation. This is backed up by a lengthy credit qualifying process (like with your mortgage) and miles of red tape. Med One, on the other hand, has a completely different way of doing business.

We have worked with hospitals for nearly twenty years and have built our company around the way they work. We understand their budgeting processes as well as the approval process a department head has to go through to get a financing deal done. So we have designed our company around these principles to make sure that a financing deal in a hospital will slip through like warm butter.

Here's how we do it: Let's start with the credit approval for the hospital. We don't require anything from them. We pull a quick summary of their financials through a service on the internet. That's it. (Oh, and in case you are wondering, we approve almost all hospitals.) Next, we know that if a long lease agreement is presented to a hospital it can kill the deal right there. So our lease docu-



mentation is only two pages long. And, most of the first page is our proposal. This changes the game completely. The hospital can get the equipment they need much easier than they expected and the equipment manufacturer can sell more new equipment. In the end, it's a win for everybody, the hospital gets the equipment they need, the manufacturer sells their equipment when they otherwise wouldn't have a sale, and the fine folks at Med One get to keep their jobs.

Times are tough right now. You hear about big banks getting government bailouts right and left. If you turn on the news (and I don't recommend you do) all you hear about is how the credit markets are freezing and that banks are in trouble. Well, remember what I said at the beginning and throw that image away. Med One is not tightening up. We don't have bad deals out there that force us to recoup losses by raising rates or becoming insanely picky about who we lend to. Our way of treating our customers hasn't changed at all. We still approve most hospitals, and the approval process happens from start to finish in about an hour. Our documentation is still only two pages long and we are expecting 2009 to be our best year yet.

If you haven't already, give us a try and you'll see why, when it comes to companies that lend money, we really are a breath of fresh air.

Their Documentation Our Documentation



uring this time of economic crisis, we're definitely hearing more about credit scores. (Credit scores basically tell the lender how likely you are to pay them back on time, and it also helps them predict the risk that you will not be able to repay the debt as agreed; scores range from 300 to 850.) The scores that lenders use most when viewing your credit is called a FICO score. This 3-digit number is now becoming the end all, say all when it comes to getting a decent loan or not. With that said, it's extremely helpful to first, know what your credit score actually is and second, to know what to do to improve your score.

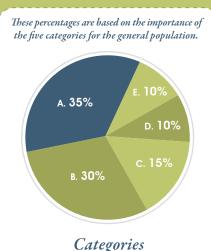
KNOW YOUR CREDIT SCORE

There are three credit bureaus that track your payment histories - Equifax, Experian, and TransUnion. Each has its own formula to determine your score. It's important to monitor the information each bureau collects. Lenders may only use information from one of the three reports so it's important to be informed

of the records from each bureau. You may also find that you have incorrect data that has a negative effect on your credit score. **Annualcreditreport.com** is the official site to request a free annual credit report from each of the three major credit reporting bureaus. Unfortunately no FICO score is included with these free reports. You do however have the opportunity to purchase your score for a small fee through each bureau.

IMPROVING YOUR CREDIT SCORE

The way to rebuild your score is to rebuild your credit history. There is no quick fix for bad credit and it takes time, but you can start taking steps now to manage your credit responsibly. Your credit score is continually changing as the factors in your credit report change. So in order to improve your credit history, it's important to understand what factors play a role in your credit score. All the credit data that is used to calculate your credit score can be grouped into five categories. The percentages in the chart reflect how important each category is in determining your score.



- A. PAYMENT HISTORY
- **B. AMOUNTS OWED**
- C. CREDIT HISTORY
- D. NEW CREDIT
- E. TYPES OF CREDIT

PAYMENT HISTORY

35% OF SCORE

Payment information on accounts (credit cards, loans, mortgage, etc.)

Presence of adverse public records (bankruptcy, judgments, suits, liens, etc.), collection items, and/or delinquency (past due items)

Severity of delinquency (how long past due)

Amount past due on delinquent accounts or collection items

How recent the past due items are

Number of past due items on file

Number of accounts paid as agreed

Payment history is the most important factor in determining your credit score so paying your bills on time is extremely important. Even if the debt you owe is a small amount, it is crucial that you make payments on time. Missing even just one payment can devastate your score. Since recent history has the most influence on your score, the longer you pay your bills on time, the better your score. Getting in the habit of making on-time payments is one of the best ways to start rebuilding your credit score.

Only about 7% of the surveyed population ranks above 800 on their credit score. 22% ranks between 750 and 799. 19% of those surveyed did not know their score.

AMOUNTS OWED

30% OF SCORE

Amount owing on accounts

Lack of a specific type of balance

Number of accounts with balances

Proportion of credit lines used

Proportion of loan amounts still owing

Be aware of what your credit limits are, and keep an eye on your credit card balances relative to your available credit. Even if you pay off the card's balance in full every month, if the balance shown on your statement is more than 30% of your credit limit, it may be hurting your score. If you're continually maxing out your card, or getting really close, consider talking with the credit card company about increasing your limit. Also be sure that they are reporting your limits correctly on your credit reports. With all that said, one of the most effective ways to improve your credit score in this area is by paying down your balances to give that all-important gap lots of space.

LENGTH OF CREDIT HISTORY

15% OF SCORE

Time since accounts opened

Time since accounts opened, by specific type of account

Time since account activity

The older your credit history, the better; so leave those old, paid-off accounts open. If you close your oldest accounts, it can actually shorten the length of your reported credit history and make you seem less creditworthy. In regards to credit cards, it's good to not only keep those cards but to continue to use them every once in a while. Put a small amount on the card and pay it off in full when it's due. If you stop using them altogether, the issuer may stop updating those accounts at the credit bureaus. The accounts will still be there but won't have as much influence as an active account would.

NEW CREDIT

10% OF SCORE

Number of recently opened accounts

Number of recent credit inquiries

Time since recent account opening(s)

Time since credit inquiry(s)

Re-establishment of positive credit history following past payment problems

When rate shopping for a loan, it's best to do it within a focused period of time. Credit scores distinguish between a search for a single loan and a search for many new credit lines, partly by the length of time over which inquiries occur.

Don't open credit cards that you don't need. This can actually lower your score. On the other hand, opening new accounts responsibly and paying them off on time can improve your credit score and help in re-establishing your credit history.

TYPES OF CREDIT USE

10% OF SCORE

Number of various types of accounts (credit cards, retail accounts, installment loans, mortgage, consumer finance accounts, etc.)

In general, having credit cards and installment loans (and paying timely payments) will raise your credit score. Someone with no credit cards, for example, tends to be higher risk than someone who has managed credit cards responsibly. While it's not too helpful to your score to open accounts you don't need, getting an installment loan could help your score if you don't have any installment accounts.

> Sources MSN Money By Liz Pulliam Weston www.mvfico.com www.experian.com

www.creditblogger.com



SOLUTIONS FOR YOU Making Medical Equipment Available SOLUTIONS THE FOLLOWING SOLUTIONS GIVE HOSPITALS THE ABILITY TO ACQUIRE EQUIPMENT WHEN CASH IS NOT AVAILABLE TO PURCHASE.

ANY OF THESE SOLUTIONS CAN BE ADAPTED TO SATISFY THE SPECIFIC NEEDS AND/OR REQUIREMENTS OF ANY HOSPITAL.

CAPITAL LEASE

Customer commits to a fixed term of rental payments. At the end of the rental term, customer owns the equipment with a \$1.00 buyout. There is no option to return this equipment. Rather, the point of this program is simply to finance the equipment over several months when cash is not available for immediate purchase. Completing a capital lease through Med One is simply a matter of signing a two-page proposal document and issuing a purchase order. Both the signed document and the PO are then sent directly to Med One. This program is also known as a Rent to Own or a \$1.00 Buyout Lease.

OPERATING LEASE

Customer commits to make monthly payments based on an established term. When the term ends, the equipment can either be purchased based on its fair market value, rented for an additional twelve months, or returned to Med One Capital with no further obligation. Completing an operating lease through Med One is simply a matter of signing a two-page proposal document and issuing a purchase order. Both the signed document and the PO are then sent directly to Med One.

12 MONTH RENEWABLE OPTION

Typically, an operating lease deal is done on a term of 36 - 60 months. At times, a customer may have difficulty committing for an extended length of time. If so, we can present a short-term renewable option. The intent is to provide a three to five year lease payment structure in which the customer is only committed for twelve months at a time and can renew after each 12-month period until the total lease term is met. After any 12-month period, the standard end-of-term options are also available, so this option will always qualify under the FASB-13 guidelines.

RENTAL REWARDS

Customer issues a one month renewable rental purchase order to Med One Capital (no document to sign) and receives brand-new equipment from the vendor. The rental commitment is only for one month at a time, and at no point is there an obligation to purchase the equipment (initial terms of 6 and 12 months are also available when needed). However, if capital budget becomes available, the equipment can be purchased at any time. If the equipment is purchased, 50% of all rental payments made will become a credit toward that purchase. This

> is an operating budget approach because 1) there is never an obligation to purchase and 2) the equipment can be returned after the rental term expires, or after any subsequent renewal, with no further obligation.



*At times, a customer may object to the use of equity claiming that it implies or enforces a capital purchase. In those cases, we can certainly remove the equity aspect of the deal and instead make the purchase option based on fair market value rather than equity.

09 MARCH / APRII



EMPLOYEE SPOTLIG

Network Administrator

Nate Davis was born and raised in the great northwest in a small town called Woodinville. "Our small, one-story home sits on about 2 acres in the middle of a forest of trees; my parents still live in that home." Nate has been married to his beautiful wife Alicia for 7 years this May. With all her family living near Surprise, Arizona and Nate's in Washington, it's hard to believe that they met at school here in Utah. It must have been meant to be! They continue to live here in Utah with their three little girls: Anna (5), Brooklyn (3), and Cami (1). "They are a lot of fun and keep us very busy at home."

Nate has been a part of the Med One team for almost six years and works here as the Network Administrator (aka the tech guru). He's the guy that has (or can find) almost all the answers to anything tech related and is responsible for all the computers, servers, security cameras, phone system, door controls, and network infrastructure here at Med One. Nate loves to know about the new cutting edge technology and to understand what is coming out next. "I really like understanding how and why things work the way they do." Needless to say, he really enjoys working for Med One Capital doing what he does.

Apart from all the technology, Nate is a huge movie buff. "I love to watch TV shows and movies. I get so into the characters and what they are feeling that I have been known to cry in the silliest of movies." Something else you might not know about Nate: when asked what his biggest fears are, Nate replies, "Heights, as well as being underwater and not able to breathe. Pretty much, I just like to stay on the surface with air."

Nate is an important part of our team here at Med One, and we appreciate what he does to keep things up and running.

With the ever growing popularity of the internet, sharing your videos and viewing other's videos has become nothing more painful than a few clicks of a mouse. In a matter of minutes I can see the world from atop the Eiffel Tower, observe a herd of buffalo crossing a meadow, witness the sunset along the shores of Puget, Thailand, or maybe just watch the neighbor kids burning army men in their backyard. With services like YouTube, Metacafe, and Google video this and so much more is possible.

So where did all this start? The website to really kick this trend off and possibly revolutionize video sharing as we know it was YouTube. Chad Hurley, Steve Chen and Jawed Karim were three friends working at PayPal, who had the idea to start a site where the common person could post videos. YouTube was registered and launched in 2005, and the first video was uploaded April 23, 2005 at 8:27pm. YouTube was a huge success and later purchased by Google for 1.6 billion in Google stock.

The popularity of watching videos online has inspired many other companies to jump on the same bandwagon. A popular movie and TV show site is Hulu.com. On this website, movies and TV shows can be watched at no cost to the viewer. Instead, the show is interrupted at various times for an advertisement break.

Netflix has also provided a service for their customers that gives them access to a selection of videos that can be streamed from their database of various titles. Netflix does have a monthly charge for their service, but the videos are uninterrupted and available to watch on many different platforms. These platforms include desktops, laptops, on televisions through the connection of some gaming systems or a box released by Netflix called the Roku; and soon this year, televisions will be available with Netflix streaming capabilities built in. If this isn't enough for you, iTunes and Amazon.com also have videos available to purchase or rent. Rather than a monthly charge, there is a single charge for each video.

"So where is this all going?" you might ask. Well it's hard to tell. With the introduction of Blue-ray, we can see an end for DVD's. We now also have the technology to view videos on our phones, iPods, laptops, and other portable devices. Will a hard copy of movies be eliminated

altogether? Frankly, I think so. I think we'll get to a day where a click of a button will download a high definition video and audio to a local device, no disc involved. Not only will this save space in your house, but the price of movies is bound to go down due to the elimination of discs, production and shipping, allowing the consumer to buy more movies for less. For now though, it's a great time to be alive with all this media readily available to us. So get yourself some popcorn, turn the lights down, and enjoy.



DISNEYLAND

When they were engaged, Alicia
joked that she wanted to smear
cake in Nate's face. Little did he
know that she was serious and
planned on doing just that at their
wedding reception. I guess she
considered that his fair warning...





water. Water gives life to ten thousand things and does not strive," by Lao Tzu. According to Wikipedia, Lao Tzu is one of the most important men in history, due to his ability of inspiring many people, including the great philosopher Confucius; how fitting that he was the source of my inspiration. The idea that so much is affected by water and it 'does not strive' in order to accomplish it, sheds new light and gives

me a much higher appreciation of water.

water like we need air! Water regulates body temperatures, moistens tissues such as those in the mouth, eyes and nose, lubricates joints, protects body organs and tissues, helps prevent constipation, lessens the burden on the products, helps dissolve minerals and other nutrients to make them accessible to the body, and carries nutrients and oxygen to cells.

kidneys and liver by flushing out waste

Everyday your body loses water through breath, perspiration, and excrement - for this reason, it is necessary to replenish its water supply. Unfortunately, there is no exact measurement for how much water you should drink every day. Two options to consider for daily water intake are: drink eight 8-ounce glasses of water or drink half of your body weight in ounces. You should

For those of you who don't like to drink just plain water, try giving your water some flavor by adding a splash of your favorite juice or squeezing some fresh lemon or lime juice into your water. You could also try sparkling water or freeze juice in an ice container and add it to your water.

drink even more water if you are physically

active, live in a hot or humid environment,

have an illness or health condition, or are

pregnant or breast feeding.

What you eat also provides a significant portion of your fluid needs. Nearly all foods contain water, and these are some highly concentrated options:

UP TO 90% WATER

Icebera lettuce Radishes Celery Watermelon **Broccoli Tomatoes**

OVER 80% WATER

Carrots **Oranges Cooked Cereals Apples**

TIP: If you feel thirsty it is most likely that you are already slightly dehydrated so, as a rule, don't use thirst as a guide to drinking water.

TIP: If you are trying to lose weight, water will increase your metabolism and help your body's natural ability to burn fat.

TAP vs BOTTLED 1 1 1 1 1 1 1 1 1

We have two options when it comes to drink-

ing water, which do you prefer? Bottled or from the tap?

Americans drink more bottled water than milk, coffee or beer; only carbonated soft drinks have a bigger market share, according to the Beverage Marketing Corporation. So which one do you choose, bottled or tap? There definitely isn't a wrong choice, but here are some things to consider.

REGULATION

Tap water is regulated by the Environmental Protection Agency (EPA) and bottled water is regulated as a food product - not by the EPA but by the U.S. Food and Drug Administration (FDA). The difference is this... the EPA requires public drinking water to be tested at least once a day, and in most cases, multiple times a day, when it enters the local distribution system as well as multiple times along its route to your faucet. All this testing helps prevent contamination of your tap water. The EPA also requires every public system to report the quality of water to the public at least once a year. (For a copy of your city's Consumer Confidence Report, call the EPA at 800-426-4791 or go

to www.epa.gov/safewater.) On the other hand, the FDA only requires bottlers to test their water once a week and permits bottled water to contain trace amounts of E. coli and/or fecal coliform bacteria, while the maximum level of bacteria in public drinking water is zero. The FDA also doesn't require bottlers to reveal results of their bacterial tests, but they do keep data on hand for two years in case an FDA inspector visits.

However, not all bottled waters are created equal. The International Bottled Water Association (IBWA), another bottled water regulator, requires members to meet standards that are stricter than the FDA's. Membership in IBWA requires zero amounts of E. coli and/or fecal coliform bacteria and bottlers must submit to a surprise annual inspection from an independent third party.

WHERE DO BOTTLERS GET THEIR WATER?

Don't be too shocked when I tell you that most bottled water is nothing more than filtered tap water- not from the pristine mountain springs we are persuaded to believe. The filtering process doesn't make the water safer, it merely removes salts

and other dissolved solids that affect taste. Filtering also removes the beneficial fluoride, although some firms add fluoride back in before being packaged. (Did you know that the tap water in San Francisco comes from snowmelt into the Hetch Hetchy Reservoir and the water is so pure it passes all contamination tests without even being filtered?! It makes me want to take a trip to California just to taste it.)

ENVIRONMENT

The choice between bottled and tap water depends on where you are. When you are traveling, at a convenience store or at a stadium, bottled water is a healthy option. But at home, work or restaurants the house brand is best.

Also, as I mentioned before, bottled water is the second drink of choice for Americans. However, we are not so inclined to recycle the plastic bottles that water comes in. Less than a quarter of plastic bottles get recycled. If water via bottle is your choice, please recycle.

Source: www.revolutionhealth.com

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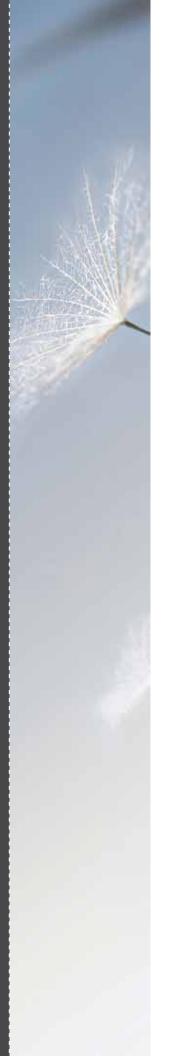
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