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ETC

B.Y.O.B.

BRING YOUR OLD BOTTLES
"Saving the planet, one bottle at a time"

The world is changing, it's turning green.

The brilliance of our B.Y.O.B marketing plan is its **SIMPLICITY**
We can make Green, **SIMPLE**.

Mayor Anne Marie DeCicco-Best , This is our plan.

Instead of tossing household cleaning and laundry bottles into the curbside recycling box, or the garbage can, constituents simply bring them in to one of our B.Y.O.B. outlets and our technicians will sanitize and refill them with any one of hundreds of original products at factory direct prices.

What's in it for the City of London?

- 1 You will reduce your annual budget on garbage disposal and recycling. We will drastically reduce the amount of plastic that ends up in recycling and landfills by millions of pounds annually. (One plastic bottle can be refilled up to 25 times according to the American Plastics Assoc.)(One ton of plastic equals one ton of oil and natural gas.)
- 2 You will be creating thousands of good paying jobs in a turbulent economy, Our ambitious plan includes opening 600 outlets in North America over the next 3-4 years. Our initial density survey shows we will need to provide one location for every 100k people.

What do we require from the City of London?

A signed letter of endorsement from mayor DeCicco-Best, in combination with other mayors, will greatly aid in our attempt to secure product from manufacturers in bulk containers, as well serving as a letter of intent for prospective financial institutions or investors.

Thank you for your support.
Regards,

Scott Freeman

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Aug.12 2009

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