

SPEROGROUP

SAVING LIVES
THROUGH THE PROVISION OF
HOPE

Volume 1, Edition 1
April-May 2008



This is the first monthly newsletter of Spero Group to detail the recent activities of the company and our efforts overseas.

Awards

Spero Group began bottling Tumai Means to Hope natural spring water last quarter with an initial three pallets of 20 oz. bottles designated for sales and marketing. With the announcements of several awards, the entire sales and marketing strategy faced a dramatic change:



- Gold Medal winner, Berkeley Springs International Water Tasting Festival – We were literally named the best bottled water in the world, beating 120 other bottled waters from around the world
- Bronze Medal for Package Design – Tumai Water beat out most other bottlers to win 3rd (bronze) for the best bottle/label design.
- Best Spring Water on Earth – Discovery Channel added to the taste awards adding more international press. The name Tumai Water was in all major and most minor news outlets.



Spero Group was asked to be a speaker at next year's festival.

Press

In addition to the major outlets, we were featured on News 25, Hagerstown, Maryland, and on several radio stations (notably WRNR and WEPM) and several feature articles in newspapers. A press conference will occur April 22 at Jefferson Distributing in West Virginia to highlight these awards and discuss the outlets Tumai Water can be found. The article will be posted to the AP and also carried by two local TV stations. To view our news articles, go to www.tumaiwater.com and click on the Press page.

Current Sales Outlets

76 Counties and Counting

These awards have caused sales to explode from sales in three locations and many home delivery customers to distribution in six states. More distributors signing up every week with most falling into two categories, Anheuser-Busch or other beer distributors and RC Bottling distributors.



So far, distributors have picked up the Tumai Water brand in 70% of West Virginia. Leading the way was Jefferson Distributing in the Eastern Panhandle with the following counties: Berkeley, Morgan, Jefferson.

Jefferson Distributing has been able to place our brand in 42 locations so far, mostly 7 Eleven, ROCS, and other convenience stores. The brand is spreading quickly to other small stores and restaurants of the Eastern Panhandle. Some stores report it is already the 3rd most popular brand even though it has only been on their shelves for 2 weeks.

Northern Eagle Distributing and Mountain Eagle Distributing in Romney and Beckley, WV picked up the following WV counties: Mineral, Grant, Hardy, Pendleton, Hampshire, Wood, Wirt, Roane, Jackson, Mason, Putnam, Kanawha, Fayette, Boone, Raleigh, Wyoming

Carenbauer Distributing of Wheeling, WV will cover Ohio and Marshall Counties of the Northern Panhandle.

B.P. Lesky of Hagerstown, MD signed in mid-March to cover Washington County MD followed by Royal Crown Bottling in Winchester, VA to cover 17 counties in VA, MD, WV, and PA.

Lastly, New Era Distributors of Cleveland has picked up the brand with the intention of marketing it to restaurants and bars within the greater Cleveland area up to a 30 miles radius.



This is the first monthly newsletter of Spero Group to detail the recent activities of the company and our efforts overseas.

We will keep the list of distributors, counties, and store chains carrying Tumai Water up to date on the website.

New Products

Shrink wrapping for finished cases and 12-packs is expected to be ready in early June. When this occurs, several grocery store chains are expected to carry the brand as well. Look to the next newsletter to define these chains and additional retail locations.

Events

Walk-a-thon – The Martinsburg Mall Walk-a-thon was organized by Hospice in mid-March and was a big success. Tumai was handed out free during the event for all walkers. In all, over 120 thirsty people picked up water.

Children's Day – 140 bottles were handed out by the Martinsburg mall staff along with smores to children and adults to highlight this yearly event.

Tumai Water will be featured at 10 different events over the next 6 weeks including several 5-k Fun Runs. Look to the website for details on these events.

Event Sponsorship – If you would like to have Tumai Water at an event, call us at 866-94-TUMAI or email at info@tumaiwater.com for information.

Projects

MCN Orphanage, White River, South Africa



Director of Tumai, James Maddalone just returned (4/12/2008) from South Africa after visiting the MCN Orphanages for two weeks, visiting both the White River, South Africa and Mozambique orphanages. Esther Nikosi, MCN Director, is pleased to have James' continued help and support for her network as he has been assisting at MCN for over a year, helping with food, clothing, and

education. As a result, the children of the White River location have come to trust James and value his fellowship. This August, he will be leading a mission trip to this orphanage through the donations of a local church in the United States. Two weeks ago, James presented a bottle of Tumai Water and discussed with Esther our plans to provide for MCN projects on an ongoing basis. This network is growing and has ever increasing costs for the development and care they provide. To learn more about MCN and their needs, check out www.mcnchildren.com or www.tumai.org.

The Haven Network

Spero Group is making arrangements to begin assisting this South African-based network that cares for over 29,000 individuals, mostly children. Our Directors in South Africa, Steven Britt and Charl Coode, and Terxia Chegwidde, Chairperson of the Haven, have expressed a great deal of excitement at the opportunity of working together to further the goals and abilities of The Haven. Spero Group will build The Haven's website for Terxia so look to next month to find their site and also information about how we will be assisting this network on an ongoing basis.



Africa Forum, Shepherd University

Bob Downey, President of Spero Group gave a presentation to the attendees of the 2008 Africa Forum at Shepherd University on the business model around which Spero Group was founded.

The conference highlighted the issues of Africa and discussed US involvement measures on both the governmental and private citizen levels. Popular topics in the sessions included holistic approaches to the AIDS and water crises and the integration of faith and mission goals with relief efforts.

Next month – Details on MCN projects, support for other African projects, updates on distribution, Tumai Water in the news