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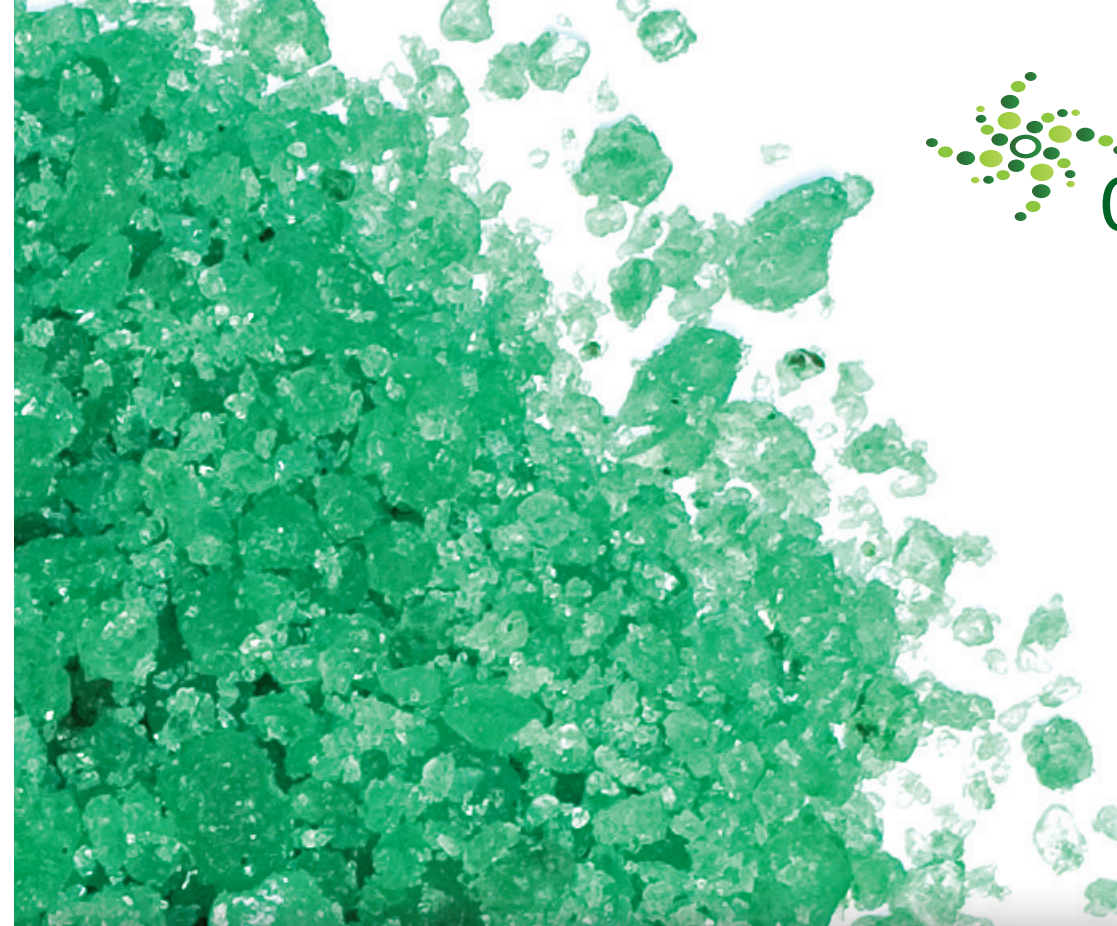
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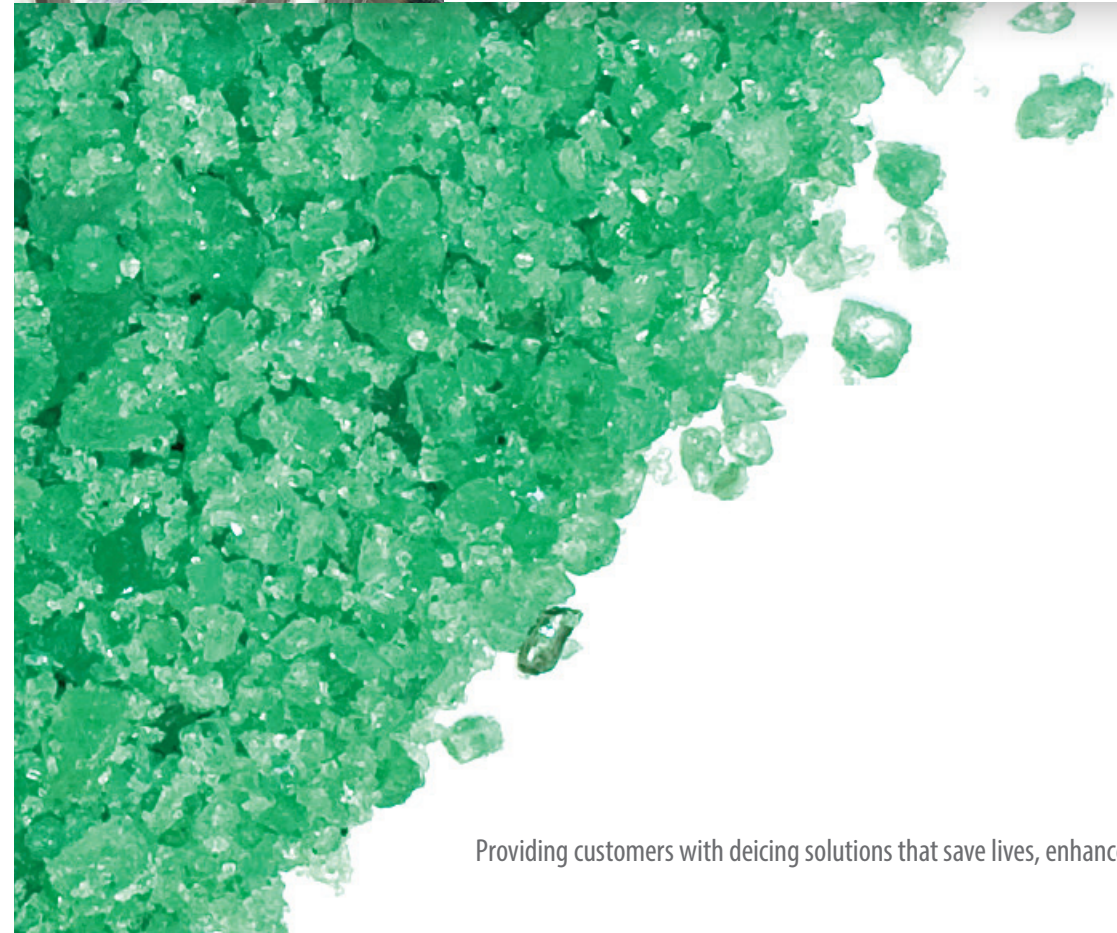
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**LESS IMPACT ON THE ENVIRONMENT.
LESS IMPACT ON YOUR BUDGET.**



Providing customers with deicing solutions that save lives, enhance commerce and reduce environmental impact.

REMOVE THE ICE WHILE KEEPING YOUR BUDGET SAFELY INTACT.

It's common knowledge that pre-wetted deicers are proven to be the best and most practical defense against roadway ice and snow. What's not so widely known is that ClearLane® enhanced deicer is among the most economical options for combating ice and snow – even when compared to basic rock salt.

The ClearLane® product is a pre-wetted salt that's formulated to combat the three most pressing problems facing snow and ice fighters – icy roads, high product costs and equipment corrosion.

THE CLEARLANE® TECHNOLOGY'S PATENTED* FORMULATION ENTAILS:

- ASTM grade rock salt
- Liquid magnesium chloride
- PNS approved corrosion inhibitor
- Coloring agent
- Leaching inhibitor

NEW FORMULATION. SAME PERFORMANCE. SAFER FOR THE ENVIRONMENT.

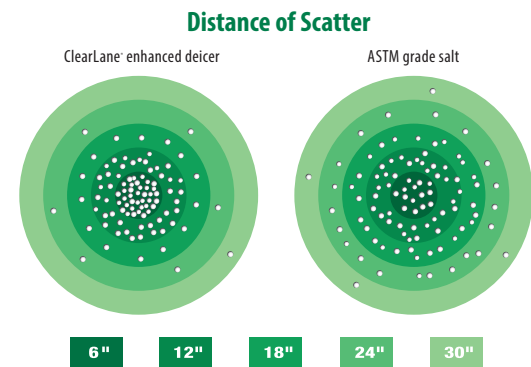
The newly formulated ClearLane® enhanced deicer carries the distinguished Safer Choice label, granted by the U.S. Environmental Protection Agency (EPA). This distinction is only allotted to products deemed safer when compared to other chemicals in their class.

As a ClearLane® enhanced deicer consumer you have come to depend on the significant advantages this product offers when compared to regular rock salt. The first and foremost of these is safer roads – but the benefits go well beyond safety. The ClearLane® product can also improve your bottom line by reducing product usage, labor and equipment costs, and reducing environmental impact – now more than ever before.

This new formulation offers you access to the same effective product while utilizing safer chemical ingredients that are more environmentally friendly.

IT IS ROCK SALT MADE BETTER.

Tests prove and real world performance shows that ClearLane® enhanced deicer scatters less than plain rock salt. And when more of your deicing product stays in place, you're able to make roadways safer, stretch budgets farther, and impact ecosystems less. You can accomplish all of this without buying a single piece of new equipment or adding labor. The only thing that's required is to switch from traditional rock salt to ClearLane® enhanced deicer. It works better so you don't have to work harder.



In Cargill lab tests, 80% of ClearLane® enhanced deicer stays within 18" of where it is spread versus 51% of regular rock salt.

* U.S. Pat. No. 7,309,451; 7,507,349; other patents pending.



INCREASED SAFETY IS REASON ENOUGH. BUT IT'S NOT ALL.

ClearLane® enhanced deicer offers users significant advantages when compared to regular rock salt which include:

REDUCED COST PER LANE MILE – Proven to achieve 30% less road scatter versus regular deicing salt, requires no need for mixing equipment and helps reduce labor costs and fuel consumption.

BETTER PRODUCT COMPOSITION – Fewer lumps and crusts, and no clogging at the spreader.

LOWER ENVIRONMENTAL IMPACT – Customers find they can reduce product usage 20-40% when compared to bulk deicing salt.

LESS EQUIPMENT CORROSION – PNS-approved inhibitor proven to be three times less corrosive than regular rock salt.

INCREASED OPERATIONAL EFFECTIVENESS – Effective melting at temperatures when rock salt becomes ineffective, uniform mixture for uniform performance, non-leaching formulation, greater residual effects and green coloring for easier identification on roadways.

MANUFACTURER'S RECOMMENDATIONS

- ClearLane® enhanced deicer is a non-leaching product. The liquid treatment used is water soluble and therefore should be kept under covered storage.
- Blending salt or sand to the product will reduce its effectiveness against scatter.
- Providing superior snow-fighting and effective winter maintenance services requires great expertise and the ability to identify effective application methods. Customers who use this product find they can use between 20-40% less product when compared to rock salt. For best results, use straight ClearLane® enhanced deicer at application rates that show the most effective performance.
- This product is intended for bulk deicing use only. It should not be packaged for any purpose, including for re-sale.

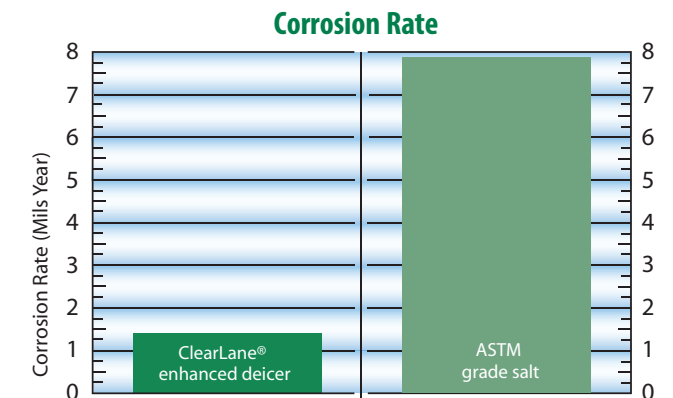
ClearLane® enhanced deicer

Chemical Analysis:

Component	Typical	Minimum	Maximum
Sodium Chloride	93.6%	91.1%	95.4%
Surface Moisture	2.6%	2.5%	3.2%
Water Insolubles	0.4%	0.07%	1.9%
Calcium	0.6%	0.3%	1.1%
Sulfates	1.5%	0.7%	2.7%
Magnesium	0.30%	0.26%	0.35%
Copper	-	-	+/- 0.1
Heavy Metals	-	-	<4
MgCl2	1.2%	0.9%	1.4%
Sodium Gluconate	0.012%	0.006%	0.018%
Xanthan Gum	0.012%	0.008%	0.018%
Mixture of FDC Blue 1, FDC Yellow 5, and FDC Red 40	20 ppm	15ppm	40ppm

PUT A FREEZE ON CORROSION.

Ice isn't the only thing a deicer attacks. Rock salt can cause corrosion to your equipment. ClearLane® enhanced deicer helps mitigate this effect using a corrosion inhibitor in its formulation. In fact, tests demonstrate that ClearLane® is approximately 84% less corrosive than ASTM grade salt that is pre-wetted with brine .



Test show that ClearLane® enhanced deicer is significantly less corrosive than regular rock salt, helping to extend the life of your equipment.



Providing customers with deicing solutions that save lives, enhance commerce and reduce environmental impact.