

INFINITE WATER

PRESS RELEASE

INFINITE WATER INC.

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Infinite Water Incorporated

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Free Water? Yes, Free water!

Infinite Water / Infinite Complex understand the attraction that the word 'Free' has upon a reader. They also understand the often-used phrase- "nothing is Free". Be that as it may, water has in the past been free. No longer is it 'free'. The reason is simple even if it isn't right. **Infinite Water / Infinite Complex** understand that water, like so many other human rights, has been commodified.

Infinite Water / Infinite Complex has a firm grip on the history of water. Whether for drinking, irrigation, or plumbing water was not always something you had to pay for. The American Indians did not have Kirkland water bottles, neither did the Romans. Most people just used wells to get water until 100 years ago, and some still do. But when did it become for *profit*? The only places where water is "free" is small villages in 3rd world countries, where it is very polluted so it's not usable.

Infinite Water / Infinite Complex is certain that the cost of water will continue to increase in dramatic leaps. It is inevitable. First there is the growth of population where the demand for water increases which will lead to higher prices. Cities may increase water rates to fund capital investments like wastewater treatment plant upgrades or water system improvements. As water infrastructure ages, it can become less efficient and more expensive to maintain. Water prices can be higher in states with regulations that favor private investors. Someone is going to pay for this ongoing struggle to provide a fundamental element to life.

Infinite Water / Infinite Complex has for over a decade sought more sensible means, along with the existing methods, to keep us alive. **Infinite Water / Infinite Complex** invests in companies and assets that provide access to fresh clean water that will radically impact people's lives, entire economies, ecosystems of innovations and culture. They do this while expanding brand value, enhancing distributable cash-flow and creating exit opportunities. **Infinite Water / Infinite Complex** always has two things top of mind, maximum investor returns and purposeful Kingdom and world good impact.