



clinically clean

PONSEF

believes in the rarefied realm of the universals. Laws exist for Ponsel as well as for geometry, that supreme example of perfect relationships, and therefore



it might even be possible to construct Ponsel by means of the intellect. Ponsel, having avoided all taint of the material world, and being free of any personal influence of the individual, is completely autonomous and obedient only to universal laws.

Because of this belief, Ponsel is considered an idealist model for the harmonious

relations which were believed ultimately possible for both individuals and all society. Since Ponsel refers to so much that is unseen, and since it implies that a new, ideal harmony between the consumer and their environment should be attained, the sense of social destiny inherent in the new conception of Ponsel amounts to an entirely new dynamic arrangement.

No other 21st Century water is so idealistically motivated to theoretical explanation.

CEO Todd Rabberhaus

NATURE, PURIFIED

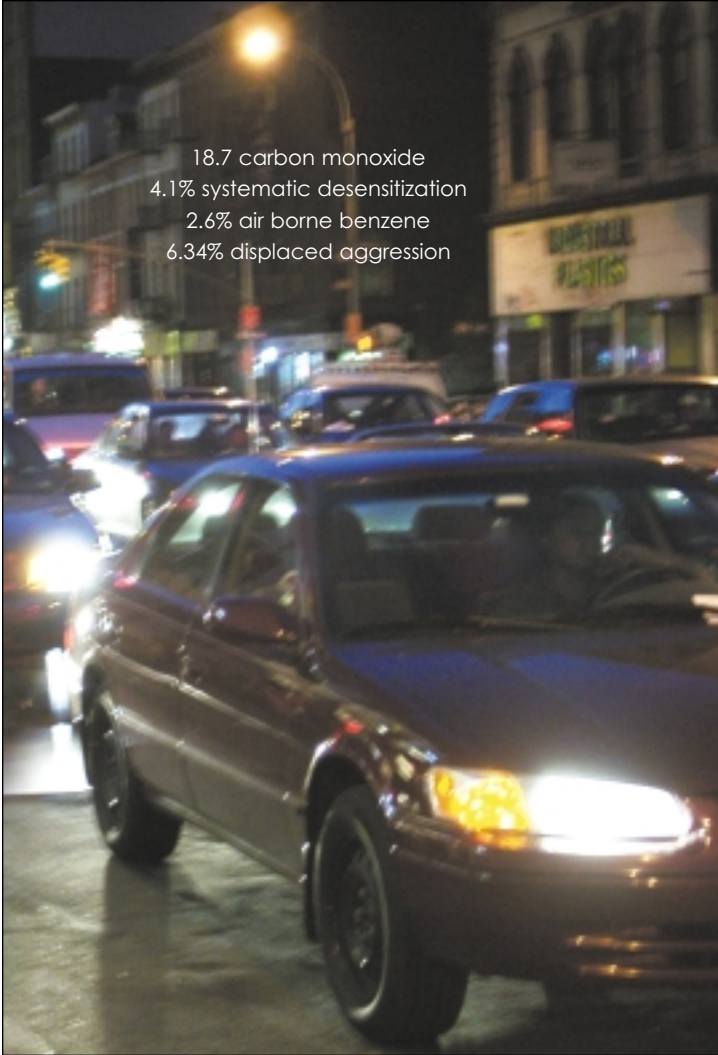


5.6% food additives
18% hyperactivity
9.1% egocentric responses
23.7% television
1.35% aspartame



clinically clean

Ponsef. Regaining purity through a triple tiered filtering process.



clinically clean

Ponsef. Purified and bottled in clean room™ facilities.



3.9 cognitive dissonance
11.3% time management
2.4% seasonal fashion anxiety
4.1% weight concerns
7.1% peer competition



clinically clean

Ponsef. Attaining new levels in the purification process.

an**ASTROTURF**group

Cordially invites you to attend
the launch of a new and improved
source of water.



Saturday October 27, 2001 7-9pm

At our new distribution office
serving the greater New York region.

Hosted by Monk Gallery 10/27-11/22
301 Bedford Ave (btwn S. 1st & S. 2nd)
Brooklyn NY 11211
718.782.2458 MonkGallery.com
Hrs: Sat-Sun 12-6pm, Wkdys By Appointment

CONTACT:

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An Astroturf Group
Monk Gallery
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Brooklyn NY-

FOR IMMEDIATE RELEASE

October 12 2001

INTRODUCING PONSEF YOUR CLINICALLY CLEAN SOURCE OF WATER

Enliven your tastebuds, enrich your palette, soothe your soul, taste the new clinically clean, pure, refreshing water that is Ponsel, and you'll never think of water the same way again.

An Astroturf Group is pleased to announce the grand opening of the new Ponsel Water Distribution and Customer Service Office now serving the greater New York region from the up-and-coming, hip new neighborhood of Williamsburg Brooklyn.

Ponsel bottled water is unique - we start with the freshest, purest spring water in the USA, then filter and cleanse it in our new state-of-the-art clean-room™ bottling facilities, bringing our discerning new customers the smoothest, most refreshing water known to man. For a special time during weekends - from 10/27 to 12/2 - our offices will be open special hours to offer samples to our new customers, and share the experience that is Ponsel. Stop by on Saturday 10/27 from 7 to 9 and meet our exciting CEO Todd Rabberhaus as he pinpoints the exciting new ideas behind Ponsel's business strategy.

"It has the cleanest, lightest finish of any water I've ever tasted"

- Tavern on the Green Sommelier Edwin Edelson

"This is a new standard for what water can become"

- Hotelier Ian N. Schrager

"I can really taste the cool effect of their cleansing process"

- Spiritual Guru Minka Swensy

HOSTED BY MONK GALLERY

301 Bedford Avenue (BTWN S1 & S2) Brooklyn, NY 11211



FOR IMMEDIATE RELEASE

PONSEF: NATURE, PURIFIED

An AstroTurf Group Project

October 27, 2001 thru. December 9, 2001
Reception, October 27, 7-10pm 2001

“We all form subconscious conclusions when we taste water.”

Arthur Von Wiesenberg, founder Bottled Water Web

Monk Gallery is pleased to present An AstroTurf Group, a New York artist collaborative. An AstroTurf Group currently consists of Noah Khoshbin, Richard Pasquarelli and Brian Block who are linked by an interest in exploring the complex relationships that arise between perception, marketing and public relations.

The installation, “Ponsef: Nature, Purified.” is an astonishingly realistic evolution of the bottled water brand “Ponsef”. Ponsef bottled water is unique - it starts with the freshest spring water in North America, is then filtered and cleansed in our new state-of-the-art clean room™ bottling facilities, bringing our discerning new customers the smoothest, most “clinically clean” water known to man.

We are not only interested in making satisfying water, but developing a unique sense of physical and emotional rejuvenation.

Ponsef will include:

- Special Ponsef tasting opportunities.
- A special public appearance by our CEO Todd Rabberhaus offering unique insight on how Ponsef is set to become a major player in rapidly growing domestic and global bottled water markets.
- Select portions of the bold ideas behind our business model will be on public view in a specially designated area.

Ponsef and An AstroTurf Group embrace the broader themes in American culture that arise from entrepreneurial ventures offering customers new opportunities to improve their destiny.

The Monk Gallery will be a fully functioning “Ponsef Distribution and Customer Service Office.”
Gallery hours: 12-6pm Sat and Sun, weekdays by appointment only. www.monkgallery.com