



Compare the Difference

IceSlicer
Applied
This Side

White Salt
Applied
This Side

11° December 25, 2003

The Redmond Story



- An ancient, underground sea salt deposit dating back to the Jurassic period, 125 million years ago.
- Pollution-free deposit reaches one mile deep into the earth.
- Inside the vast mine, the ceiling can reach 70 feet high.
- Currently there are more than four miles of tunnel throughout the mine.
- Salt was first discovered by the Fremont Indians when they saw deer licking the soil.
- Mine began in 1959 when two brothers, Milo and Lamar Bosshardt, struggling to keep their family farm afloat, began chipping away at the salt beneath their land and sold natural salt licks to local farmers.
- Today, the mine is a leading salt producer, with worldwide distribution.



Inside Utah
REDMOND
MINERALS, INC.
www.iceslicer.com
1-888-364-7258

Rocky Mountain Region
Desert Mountain
Corporation
desertmtncorp.com
1-800-375-9264

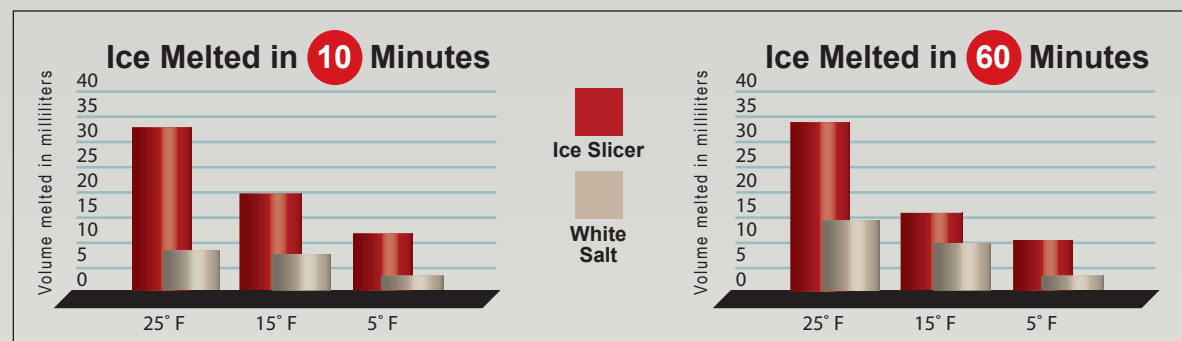


Safe Roads...Peace of Mind™

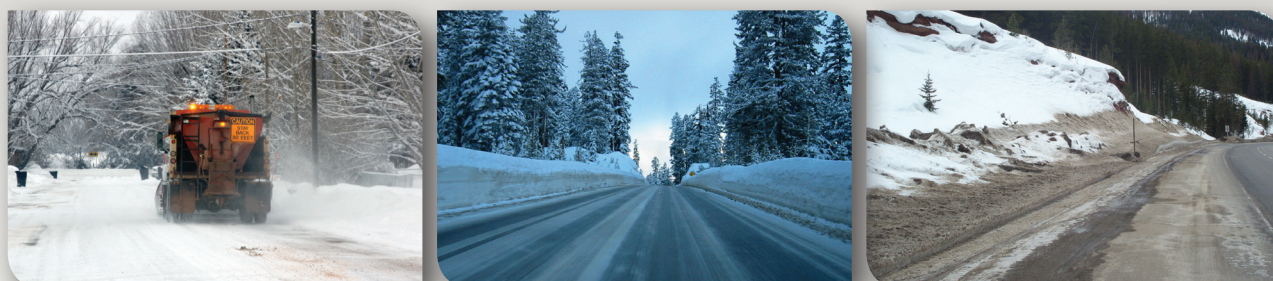


Snow Fighters - Speak Out

- "In our first year using Ice Slicer we reduced crashes 45%!"
- Arizona DOT
- "Ice Slicer allowed us to reduce salt application up to 50%! With heavier storms than the previous year, we still reduced our salt costs 38%!"
- Jed Bell, South Jordan, UT
- "We keep roads open we couldn't keep open before!"
- Wenatchee, WA
- "At all temperatures, Ice Slicer was superior to standard road salt at melting snow & ice!"
- Utah DOT



Melts 3 times faster (avg) than white salt at all temperatures! (SHRP test)



Key Facts

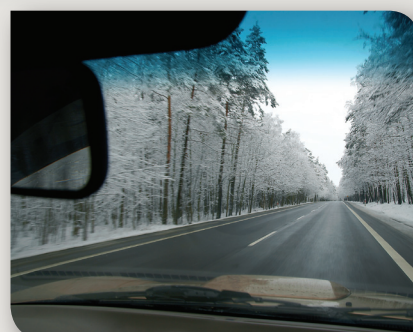
- Melts **longer** at all temps!
- Measurably **lower freeze** point than white salt! [Eutectic temp: **-20°**]
- **Disbonds ice** from road surface 65.3% **more effectively** than white salt! [Analco test]
- Applied properly, plow drivers are servicing 40-100% **more lane miles/truckload** than with white salt!
- **Significantly less-corrosive** than white salt! [ASTB B-117 test: **70%** less/UDOT test: **38%** less]
- Unique **traction-producing granules**!

Significant Advantages

- **Measurably safer roads** in any storm - from start to finish!
- **Clears secondary & tertiary roads** that white salt may not let you reach!
- **Use less road salt** to maintain safety & peace of mind!
- **Fewer treatment cycles** needed in most storms!
- **Less fuel** consumption - **reduced** vehicle **wear & tear**!
- **Minimizes road damage** due to reduced freeze-thaw cycles!
- **Longer service life** of vehicles, equipment, guard-rails, bridges, etc., by using less-corrosive product!
- **Eliminates sand** usage in many areas!

Unparalleled Benefits

- **Fewer crashes, injuries, fatalities, vehicle damage, delays!**
- **Save \$\$** on fuel, vehicle wear & tear, salt usage, corrosion, road repair!
- **No revenue loss** to local businesses, the working public, or local government [sales taxes] due to major road closures!
- **High public approval!**
- **Quick & long-lasting peace of mind!**



- 100% Active Material
- 92-98% Complex Chlorides: sodium, magnesium, calcium, potassium
- 60+ Trace Minerals
- Natural Corrosion Inhibitors



"Ice Slicer **melts faster** and keeps **roads clear longer**!" (Heber City, UT)

"Ice Slicer works faster! Roads were usually **dry 6 to 12 hours ahead of other areas**!" (CO, DOT)

"Ice Slicer **reduced our traffic accident rate** – it melts faster & lasts longer!" (Greeley, CO)

"Ice Slicer delivers a 'double-bang'... **traction and melting**!" (Gillette, WY)

"Ice Slicer is the **most cost-effective** deicing product we have ever used!" (Torrington, WY)

"We have found that Ice Slicer is **less labor & equipment intensive**!" (Riverton, WY)

"We use straight Ice Slicer. You can **use less** than white salt and get **better results**!" (Provo, UT)

"Using Ice Slicer, we now spend **\$200,000 less per year** on guard rails!" (Wichita Falls, TX)

"Ice Slicer gives us approximately a **50% savings in snow fighting costs per storm**!" (Cheyenne, WY)

"Ice Slicer **saved us over \$64,000** in the first year we used it in **cleanup costs alone**!" (Gillette, WY)

