

VORTEX FUEL SAVER

The *Vortex Fuel Saver* (VFS) system is the 22nd century engine technology that saves fuel, increases performance, reduces emissions and extends engine life. The patented and patent pending VFS uses modified ortho-hydrogen NASA technology which automatically energizes the fuel for explosively increased combustion efficiency. Realize 10-50% increases in fuel mileage (\$0.30 to \$1.50 per gallon!) and up to 99% reduction in emissions!

Save Money. The biggest reason for people to purchase a *Vortex Fuel Saver* system is to save money. The percentage increase in miles per gallon can vary tremendously; however, a typical savings is in the 10-25% range, so we have used 15%. The price at the pump also varies widely and changes frequently; for calculations purposes we have used \$3.00 per gallon. The EPA fuel mileage estimates have been fairly stable for the past decade at around 21 miles per gallon. However, these rating do not reflect real world driving estimates, and in fact, in 2008, the EPA is changing the way the estimated miles per gallon are calculated. It is anticipated that most car models will see a 10% *decrease* in estimated miles per gallon, and for vehicles with better fuel economy the decrease is expected to be in the 20-30% range. For calculation purposes, we have assumed 20 miles per gallon, or a reduction of less than 5% for the 2008 estimates versus the 2007 EPA estimates. Driving you vehicle for 60,000 miles, you would save \$1350.

Therefore, the anticipated increase in fuel mileage of 15% times a typical 60,000 miles driven while owning your vehicle would result in getting 9000 miles "free" by using a *Vortex Fuel Saver* system. Obviously, there are a number of variables involved and your actual results could be better or worse than these estimates.

Increased Horsepower. When fuel is combusted more completely, some of the extra energy created results in increased horsepower, typically ranging from 5-15%. In effect, you get high octane performance with low octane fuel.

Emissions Reduction. Hydrocarbons and Carbon Monoxide are generally reduced by 50-99%, after the stabilization period.

Cleaner Engine. Accumulated carbon and varnish buildup in your engine is removed by the *Vortex Fuel Saver* system which is why we strongly recommend an oil change after three tanks of gas (the Stabilization Period). The system will dissolve the corrosion and scale build-up in the head, cylinder cooling jackets, radiator and heater. Your oil will last longer so you can go longer between oil changes after the stabilization period. The system will prevent scale build up and corrosion in your engine. Your engine will also last longer with fewer repairs.

Improved Performance. You will get quicker starts, increased horsepower (extra pep) and a smoother ride when operating your vehicle. Diesel engines will experience less congealing of fuel in cold weather.

Environmentally Friendly. Dramatically reduces pollution resulting in healthier air and less smog for your community. This system will greatly assist in passing state mandated emission (smog) tests.

HOW THE *VORTEX FUEL SAVER* SYSTEM SAVES FUEL

You can probably remember playing with magnets and figuring out like charges (positive to positive, or negative to negative) repelled each other while the opposite charges were attracted to each other -- "opposites attract." The *Vortex Fuel Saver* system utilizes this simple concept in a very elegant design to increase fuel mileage. The 'concept' behind the *Vortex Fuel Savers* has been around for decades, but making a commercially viable product from it has taken an extensive amount of research and development. The original products bear little resemblance in efficacy to the intelligent, refined Advanced Combustion TechSM *Vortex Fuel Saver* system being sold today.

Fuel molecules naturally have a self affinity for one another causing them to group together, resembling a cluster of grapes. When a like charge is added to the fuel (any hydrogen based fuel) it causes the molecules to repel each other -- separating them from the cluster into individual molecules. If a "grape cluster" of fuel molecules enters the combustion chamber, the "grapes" on the outside get burned while the ones on the inside may only get partially burned. Additionally, Vortex adds magnets to the air line of the opposite charge, thus the fuel and air are attracted to one another to create the ideal air/fuel ratio.

Incomplete combustion doesn't allow the maximum amount of benefit from the fuel. More complete combustion results in additional energy. If your driving habits stay the same, this extra energy is reflected in increased miles per gallon. Alternatively, the extra energy could be consumed by an increase in horsepower if calling upon the vehicle to drive faster/carry an additional load. Typically, the extra energy results primarily in increased fuel mileage, however, some of the extra energy will result in increased horsepower. You will definitely notice that your vehicle has some extra peppiness, and most people notice a smoother ride.

Undesirable emissions from your vehicle can be simply stated as unburned fuel -- more complete combustion decreases pollution. In a typical automobile engine, only about 65 percent of the fuel is burned in the engine. The rest is emitted into the air in the form of hydrocarbons or carbon monoxide. The catalytic converter is added to convert these unburned fuels to carbon dioxide and water, but the process is not 100 percent efficient. This incomplete combustion wastes fuel and contributes to air pollution.

The "perfect storm" of high, and rising, fuel prices, "peak oil" and environmental damage due to the combustion of fossil fuels has created an increasing demand for higher efficiency internal combustion engines for motor vehicles. A higher efficiency engine would require less fuel to operate because it would obtain increased energy conversion efficiency from an identical amount of fuel used by a low efficiency engine. Consequently, less unburned fuel in the form of hydrocarbons enters the atmosphere along with the other exhaust gases, typically CO, CO₂ and NO_x. The level of environmental pollution in the form of photochemical smog is consequently reduced since such smog is caused by ultraviolet radiation of unburned hydrocarbons in the atmosphere.

What is the Competition?

We now have representation in many countries around the world and consequently we are very familiar with what is out there and how they compare to the *Vortex Fuel Savers*. We do not wish to give an unprofessional impression of trying to 'knock' the competition, however, several points need to be made.

Advantages of the *Vortex Fuel Saver* System

There are numerous devices on the market utilizing magnets that claim to save fuel and reduce emissions. While we would prefer to let the marketplace determine the best product, the competing claims can be very confusing to consumers, especially when you hear of a product that purports to work in exactly the same way. Beware some companies will totally misrepresent the efficacy of their products with the intention of deliberately making them appear to be the same technology, when in reality they are grossly inferior -- and we relish the opportunity to demonstrate the difference.

Here are some questions to ask when comparing fuel saving magnet systems:

1. Is the product designed for a carburetor engine or a fuel injection system?

We acknowledge that some magnet products will have a slightly positive effect on engines with carburetors, though not nearly as effective as a complete system. However, for today's modern vehicle engines with fuel injectors, a fuel line only magnet is simply not acceptable. The *Vortex Fuel Saver* is designed for, and produces great results on modern fuel injection engines.

2. Does the product consist of just a fuel line magnet, or is it a complete system?

The *Vortex Fuel Saver* is a *system* magnetizing the fuel, air and coolant. If there is not an opposite charge to the air causing the fuel and air (oxygen) to bond in a harmonic manner, the system's efficacy is greatly reduced. Looking at our pseudo-competitor's products, it is relatively simple to determine if there is only a fuel magnet, or if there is a complete system. The *Vortex Fuel Saver* system not only magnetizes the fuel and air, but also the coolant. The Vortex system is the only system that uses *Advanced Combustion Tech* -- a more advanced and complete system than any other company.

3. Is the product based on new technology or does it rely on old, outdated technology?

The *Vortex Fuel Saver* is new enough that its latest advances are still in the patent pending stage. While it builds upon earlier work by a world renowned expert in the field, the latest improvements add significant MPG improvements in this version compared to the inventor's own previous version.

4. Do you have to cut the fuel line to install the system? Absolutely not. No cutting of any lines, simple installation, and no tools required. A mechanic familiar with the system should be able in most cases to install the system in less than 10 minutes.

5. Is the product backed by a Money Back Guarantee?

The *Vortex Fuel Saver* is backed by a 90-Day, No Questions Asked, Money Back Guarantee. If for any reason you are not 100% pleased with the product or its results, simply return the product.

6. Is the product endorsed by any reputable organizations?

Vortex is endorsed by the non-profit Foundation for Magnetic Science; no other fuel magnet system is similarly endorsed.

As such, we do not believe that *Vortex Fuel Savers* have any direct competition.

Price

The Wholesale Price of the **Vortex Fuel Saver** to the Sales Representative or Retailer is \$250. The Sales Representative or Retailer is then free to sell it for whatever they desire, with \$300 being the low end, but as high as \$599, uninstalled. The MSRP is \$350. A potential \$600 retail price is based on the value as determined by the Rand Corporation, in a report titled, "An Approach to Assessing the Technical Feasibility and Market Potential of a New Automotive Device" published in 2007. While the device tested for the report only works on carburetor engines, the report did state what the retail price of a MPG improvement device should be:

"The basic principles behind an evaluation of the device's market value are easy to illustrate, though we do not undertake an actual empirical assessment here, since the ZEFS device's performance remains unclear. Suppose an older automobile is driven 12,000 miles per year and averages 15 mpg; annual fuel consumption is 800 gallons. Each 1-percent improvement in fuel efficiency would save eight gallons. Assuming fuel costs of \$2.50 per gallon, the annual fuel cost savings is \$20. Assuming consumers require a three-year payback, market uptake would occur if the device costs less than \$60 per percent improvement in fuel efficiency. For example, a device with an installed cost of \$300 would need to offer a 5-percent reduction in annual gasoline consumption."

Therefore, a device that saves increases MPG 10% (the minimum Vortex Guarantee), would retail for \$600.

OUR 90 DAY - NO QUESTIONS ASKED - GUARANTY

Subject to the other terms herein, Seller guarantees the refund of the purchase price of the product if you are unsatisfied with the results for any reason. This guaranty applies only to the purchase price of the returned product, and specifically excludes all shipping, removal, installation, or other costs. To receive a refund under this warranty, (i) the Registration Card below must be completed in full (including the Guaranty portion) and must be submitted to us at our address below, along with a copy of the purchase receipt, and (ii) you must ship to us at your risk and expense the product within 90 days from the Date of Purchase stated in the Registration Card.

LIMITED LIFETIME WARRANTY

Subject to the other terms and conditions herein, Vortex Fluid Optimizer Corp. ("Seller") warrants that during your lifetime this product will be free from material and workmanship defects in manufacturing and will meet Seller's standard power specifications. Seller will not be liable under any circumstances for any damage or reduction in performance directly or indirectly resulting from misuse, submersion or water damage, improper application such as installation next to an exhaust pipe or exhaust manifold, or daily wear and tear. This warranty applies only to the replacement of defective product, and specifically excludes shipping (to us), removal, installation, or other costs. To receive a replacement product under this warranty, (i) the Registration Card below must be completed in full (excluding Guaranty portion) and must be submitted to us at our address below, along with a copy of the purchase receipt, and (ii) you must ship the defective product to us at your risk and expense.

SELLER HEREBY DISCLAIMS LIABILITY FOR ANY INCIDENTAL, SPECIAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES ARISING FROM ANY DEFECT IN THE PRODUCT COVERED BY THE WARRANTY. EXCEPT FOR THE EXPRESS WARRANTY SET FORTH ABOVE, SELLER HEREBY EXCLUDES AND DISCLAIMS ANY AND ALL OTHER EXPRESS OR IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.

Seller's sole obligation to the owner/purchaser whether a claim be based in contract, negligence, tort, or otherwise, shall be solely as provided hereunder and remedies shall be provided as hereunder. Some states/provinces do not allow the exclusion or limitation of incidental or consequential damages or limitations on how long an implied warranty lasts, so the above limitations may not apply to you. This warranty gives you specific legal rights and you may have other rights, which may vary from state to state. This limited warranty is void if the product is subject to abuse or improper care resulting in damage to the product. This limited warranty or any part of it is void only where expressly prohibited by law. Seller's product is not warranted in any way, except as expressly stated in this limited warranty and by operation of law.

Warranty/Guaranty Registration Card

Please complete the entire card. Failure to do so may void the Warranty/Guaranty.

Name: _____ Date: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Date of purchase: _____

Purchased From: _____

If a Guaranty refund, please state reasons for return: _____.



Vortex Automatic Transmission Optimizer

The Vortex Automatic Transmission Optimizer is a breakthrough in the maintenance and prevention of transmission failure and is an answer to today's high cost of transmission repair.

The Vortex Automatic Transmission Optimizer protects your transmission from normal breakdowns and keeps it running like new. The Transmission Optimizer helps transmissions shift smoother and easier and can help reverse and solve initial slippage problems.

Carbon and varnish buildup are the enemies of automatic transmissions and are created by the normal high-heat, friction of the clutches breaking down the transmission fluid. Varnish settling in the valve body stops smooth shifting which prohibits the clutches from engaging properly leading to carbon buildup, slippage, and eventually clutch burnout and expensive repair.

The Vortex Automatic Transmission Optimizer supercharges the fluid which absorbs the varnish and carbon buildup. The result: reduced slippage, smoother shifting and longer service.

It is noted that the Vortex Automatic Transmission Optimizer technology has helped reverse slipping transmissions that were suffering from carbon slippage; a transmission that has burnt clutches cannot be helped by the Transmission Optimizer.

The Vortex Automatic Transmission Optimizer installs in minutes and has a "First Purchaser" lifetime power-warranty. It is one of the new 21st century performance technologies that provides the individual or commercial operator less down-time and longer repair free operation.

Vortex Fuel Saver Diesel Version

The diesel version is now available for automobiles and light trucks. The system is basically the same as the car version; however, extra magnets have been added to the fuel and coolant lines. Additionally, some diesel pickup truck engines, such as Cummins, have individual injector lines, which require additional, specialized magnets.

Product/Benefit Questions:

How much mileage improvement can I expect? Mileage and savings vary according to the age and condition of the engine, type and size of the engine, roads and driving habits. Vortex guarantees a minimum 10% improvement in Miles per Gallon (MPG); however, some users have reported savings over 50%!

Will a Vortex Fuel Saver help me pass an emissions/smog test? Yes, as long as the problem is simply excess emissions rather than a mechanical problem. Many users report emissions (which is simply unburned fuel) reductions of up to 99%, as the test results on many emissions such as Hydrocarbons (HC) or Carbon Monoxide (CO) go to 0, which are reported as 99% reductions as we assume there are still some emissions coming out of the engine, just too small of an amount to detect.

How will I know if my horsepower is increased? Many users report increased acceleration, a smoother ride and a better ability to climb inclines. Of course, you could also measure increased horsepower in a laboratory setting which would also confirm the increased horsepower.

The manufacturer of my vehicle suggests I use high octane gasoline. With a Vortex Fuel Saver, can I now use a lower octane gasoline? In most cases, the answer is yes; however, not all engines respond the same. Wait until after the Stabilization Period, and as long as there is no knocking or pinging when switching to a lower octane gasoline, you can continue to save even more money!

Can a Vortex Fuel Saver be used with diesel, bio diesel and ethanol? The **Vortex Fuel Saver** system can be used on all types of cars and trucks, utilizing gasoline, diesel (including bio diesel), or ethanol. At present, the gasoline/ethanol and automobile/light truck diesel models have been released for sale. The large diesel engine models will be released in the near future.

Does a Vortex Fuel Saver void Manufacturer's Warranties? While we don't provide legal advice, our position is that it does not. Our position is no different than the literally hundreds of non-OEM or after market suppliers in the auto market. The basis for our position is as follows: 1. The Magnuson-Moss Act was enacted in July 1975. The act was designed to "improve the adequacy of information available to consumers, prevent deception, and improve competition in the marketing of consumer products." Under the Act, a manufacturer cannot deny a warranty claim simply for using non-stock or after market replacement parts. Thus the mere use of our product will not automatically void a warranty. Instead, the manufacturer in denying a warranty claim for repairs must prove that the non-stock or after market product caused the damage. 2. We have no evidence to indicate that the **Vortex Fuel Saver** will cause any damage to an

engine. In fact, the body of evidence which we have compiled is quite the contrary. Using a ***Vortex Fuel Saver*** causes engines to run cleaner, more efficiently, and at a lower operating temperature. We can not foresee how any of these attributes could cause engine damage.

OUR PLEDGE:

If you have been informed by a dealership that your ***Vortex Fuel Saver*** has voided your original manufacturer's warranty, we will promptly reimburse you for the cost of the attendant repair, provided that, you provide us with the following:

1. Your repairs are otherwise covered under the original manufacturer's warranty.
2. You purchased the ***Vortex Fuel Saver*** from us or our independent sales representatives and you have registered the product.
3. We receive a written statement or repair order from the dealership in which the dealership blames the problem or warranty denial on the ***Vortex Fuel Saver***.
4. We receive the broken or damaged part or parts. This may come from you directly or from the dealership at your urging.
5. You assign to us your rights to pursue our claim for reimbursement.
6. You cooperate with us in helping us pursue our claim for reimbursement from the dealership.
7. Our pledge terminates after such repairs are made by the dealership.