



SOMETIMES, TRUTH RUNS FASTER THAN FICTION.

We're learning to run faster still.

DOW CAN YOU RUN LIKE WE RUN?

WATER. IT'S ESSENTIAL FOR HUMAN LIFE.

Yet 1 in 7 people worldwide rely on unsafe water supplies.

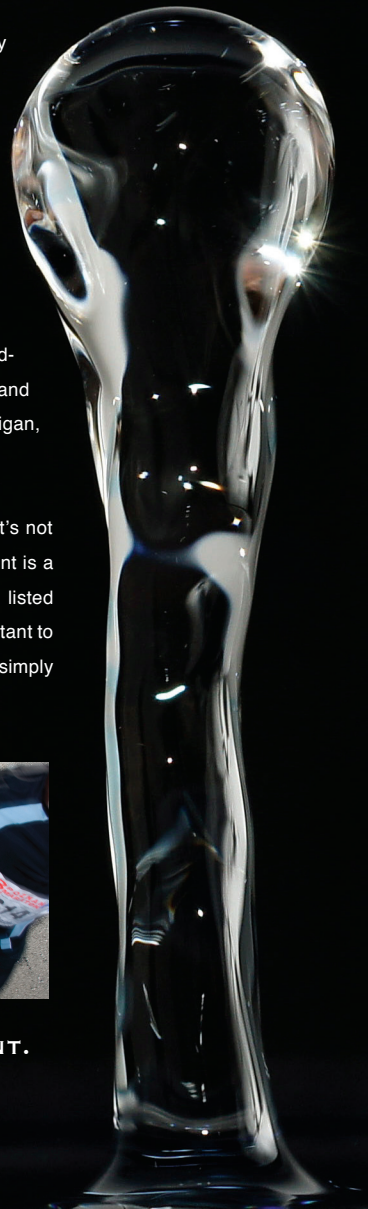
In promoting this run, we at Dow are promoting a vision of safe water for all.

Despite this self-evident fact, a number of critics dwell on the water-related problems surrounding Dow chemical treatment and processing facilities in Michigan, Louisiana, India, and elsewhere.

But we know, and you know, that's not what's important. What's important is a lot less visible. The element not listed in the chart, the element so important to **DOW** that its presence is simply understood.



THE HUMAN ELEMENT.
DOW'S ELEMENT.
Us.



DOW RUNNING JUST AS HARD AS WE CAN.



DOW
RUN FOR WATER, RUN FOR YOUR LIFE
LIVE EARTH

WE AT DOW KNOW ABOUT RUNNING. Because running is chemistry.

But there is another kind of running that is even more important. Running a campaign for hearts and minds.

Our "Human Element" multi-media advertising campaign is one of the most expensive, and successful, marketing efforts in all history. It even won an Effie Award.

Following in this legacy, Dow is thrilled to support the Live Earth Run for Water, and to spare no expense to ensure that "Dow", "run," "live," "earth," and "water" become synonymous in the public mind.

It's a way to affect issues, ambitions, lives. We turn a page, we raise a hand—and our action changes everything.

Nothing can be more fundamental. Nothing more elemental.

Yet some do not see the grandness of the scheme. They speak of Plaquemine, Louisiana, where vinyl chloride and other toxins, originating from our state-of-the-art facilities there, mix into the bayou.

But vinyl chloride is not an element of the periodic table.

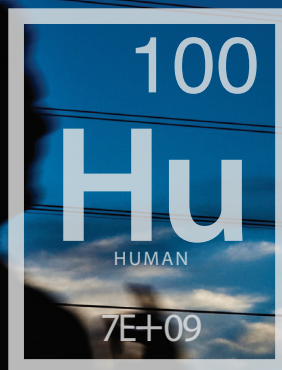
Or they speak of the Tittabawassee River, near Dow's corporate headquarters, and of dioxins from Dow's advanced facilities there.

But dioxins are not in the periodic table, either.

Still others speak of Bhopal, India, where a leak at our wholly owned subsidiary killed tens of thousands in 1984, and where toxins continue to leak into the ground, causing birth defects and cancers to this day.

That makes us sad. But facts are facts, and methyl isocyanate is not an element.

There is, however, one element that gives Dow our footing to stand fearlessly in the face of our critics. It is not yet in the periodic table. But unlike vinyl chloride, dioxins, and methyl isocyanate, it really should be.



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Disclaimer: You understand and agree that events such as Dow's Live Earth Run for Water carry certain inherent dangers and risks which may or may not be readily foreseeable, including without limitation personal injury, property damage or death. In fact, understanding such risks can help you understand Dow's own challenges and difficulties in providing the world with the crucial products and substances that go into pretty much everything, including the shoes that you're running in. Life as a chemical corporation is full of dangers that can include, but are not limited to, catastrophic leaks arising from differential plant maintenance regimes, toxin disposal challenges, and dioxin containment errors. These cases arise from choices that must be made, choices that affect people, wetlands, and mid-country waterways. This is as natural as the periodic table itself. Thanks to you, the Human Element, Dow is learning to make the best choices.