

## FOR IMMEDIATE RELEASE



### HINT® WATER OFFERS CONSUMERS HEALTHY HYDRATION WITHOUT THE SUGAR

**San Francisco, CA (2011)** – HINT Water, the leading unsweetened essence water on the market, offers consumers a refreshing choice with no sweeteners, no calories and no preservatives. Founded in 2005, HINT is headquartered in San Francisco and is sold in thousands of retailers nationwide.

Unable to locate a refreshing and unsweet option against a backdrop of soda and sugary beverages on store shelves, San Francisco mother of four Kara Goldin came up with a simple solution – HINT, water that just tastes better.<sup>™</sup> In search of a healthier lifestyle, Goldin asked herself why all the so-called “water beverages” were loaded with calories, artificial sweeteners or preservatives. HINT Water was inspired by a family favorite – ice cold water with a slice of fresh fruit.

"People are beginning to think differently about what they put in their bodies and HINT offers consumers a beverage that they have never seen before, a hydrating beverage that tastes great without tasting sweet," says founder and CEO Kara Goldin. "Our consumers have been loyal fans and a driving force in our increased distribution in stores like Starbucks, Whole Foods, Sheetz, Ralph's and Harris Teeter. We look forward to reaching new consumers in the coming months as we continue to increase our availability at retailer locations across the country."

Over the past year, HINT increased their guerilla marketing efforts with regional street teams and demos in cities such as New York, LA, San Francisco and Boston. Social media campaigns have also become an integral component to HINT's marketing mix, including Facebook contests and Twitter updates. These avenues have allowed the brand to stay in close touch with consumers and fans of the brand.

In 2010, HINT saw 100 percent growth in sales in its core product line as developing co-branded partnerships has allowed the brand to expand to new customers and markets. HINT was also named BevNet's Best New Enhanced Water and Best Flavored Water by *Self Magazine* and *Good Housekeeping Magazine* the same year.

HINT is currently available in ten unique and delicious flavors including Watermelon, Blackberry, Pomegranate-Tangerine, Strawberry-Kiwi, Raspberry-Lime, Mango-Grapefruit, Lime, Pear, Honeydew-Hibiscus and Cucumber. For more information, please visit [www.drinkhint.com](http://www.drinkhint.com).

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